

# DUMPS ARENA

## Adobe Campaign Classic Business Practitioner - Certified Expert

Adobe AD0-E327

Version Demo

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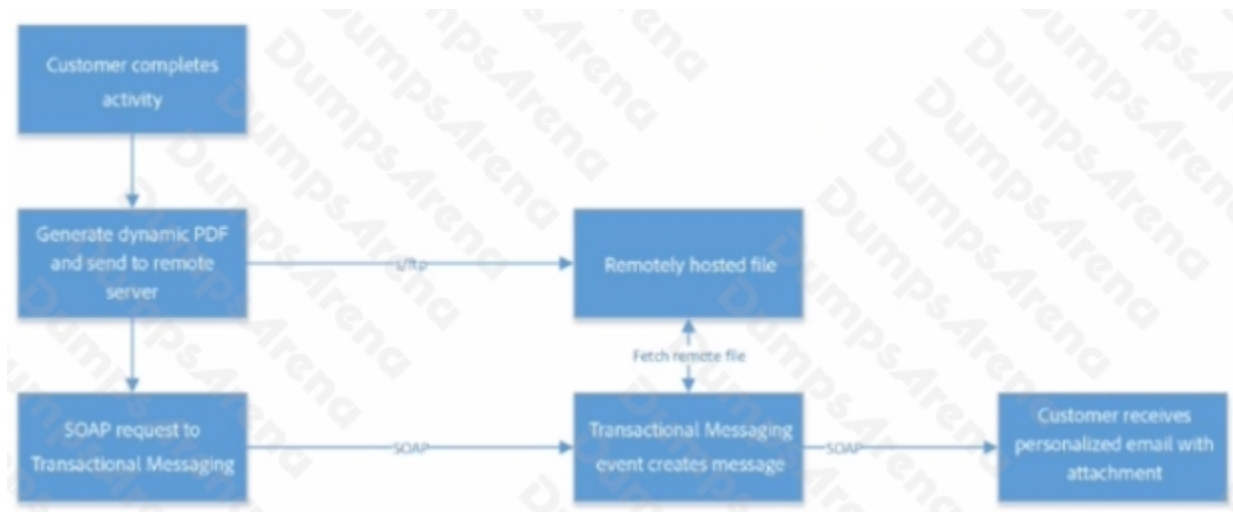
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**QUESTION NO: 1**

A business practitioner needs to configure an event triggered campaign based on the customer journey as shown below.



What should the business practitioner do to configure an email attachment on the fly to a transactional message?

- A. Define SOAP attachment parameters (<%= rtEvent.ctx.attachmentUrl %>) within the content of @ the delivery
- B. In the attachment definition screen, enter the attachment URL
- C. Use Java Script activity to attach the document
- D. In the advanced screen, enter the SOAP attachment parameter

**ANSWER: A****Explanation:**

Adobe Campaign allows you to send transactional emails with individual and/or personalized attachments using SOAP APIs. You can also create calculated attachments that can depend on the recipient and be converted to PDF.

To configure an email attachment on the fly to a transactional message, you need to define SOAP attachment parameters within the content of the delivery. These parameters are used to specify the URL, name, type and encoding of the attachment. For example, you can use <%= rtEvent.ctx.attachmentUrl %> to refer to the attachment URL.

<https://experienceleague.adobe.com/docs/campaign-classic/using/transactional-messaging/transactional-email-with-attachments.html?lang=en>

**QUESTION NO: 2**

A workflow was returning unexpected results. The Operator used the pause functionality to put the workflow into a paused state to examine these results. They never cleared the pause state.

What two impacts will this have on the overall Campaign instance? (Choose two.)

- A. It will increase the size of the database
- B. It will make the workflow more efficient next time
- C. It will stop further iterations of the workflow from running
- D. It will leave any temporary tables in place
- E. It will lock the workflow until it is restarted

**ANSWER: A C**

**Explanation:**

Adobe Campaign allows you to create and execute workflows that automate various processes and tasks for your campaigns. You can also pause, resume or cancel workflows using different methods<sup>1</sup>.

Pausing a workflow means that the workflow execution is temporarily suspended until it is resumed or restarted. [This can be useful for examining or modifying the workflow without losing its current state<sup>2</sup>](#).

However, leaving a workflow in a paused state can have some negative impacts on the overall Campaign instance, such as:

**QUESTION NO: 3**

What do the percentages on the Hot Click report represent?

- A. The number of clicks on a link divided by the total number of clicks for the delivery
- B. The number of unique clicks divided by the total number of unique opens for the delivery
- C. The number of unique clicks on a link divided by number delivered
- D. The number of total clicks on a link divided by number delivered

**ANSWER: A**

**Explanation:**

The percentages on the Hot Click report represent the number of clicks on a link divided by the total number of clicks for the delivery. Therefore, option A is the correct answer.

The number of unique clicks divided by the total number of unique opens for the delivery is the Click-Through Rate (CTR).

The number of unique clicks on a link divided by number delivered is the Click-to-Delivered Rate (CDR).

The number of total clicks on a link divided by number delivered is the Click-to-Open Rate (CTOR).

**QUESTION NO: 4**

The code "delivery.operation\_id = instance.vars.operation\_id" is inside the delivery script tab. What action is being performed by the code?

- A. The code is checking if the practitioner belongs to the Delivery operator group.
- B. The code is checking if the practitioner has the rights to send the email delivery.
- C. The code recovers the information concerning the delivery with the highest rate of opens.
- D. The code is linking together the delivery with the campaign that it belongs to.

**ANSWER: D**

**Explanation:**

[The code "delivery.operation\\_id = instance.vars.operation\\_id" is used to link together the delivery with the campaign that it belongs to1.](#) Therefore, option D is the correct answer.

<https://experienceleaguecommunities.adobe.com/t5/adobe-campaign-classic-questions/operation-id-campaign-link-is-empty-for-continuous-deliveries/m-p/363544>

#### QUESTION NO: 5

During development or testing, what are two ways a business practitioner can avoid leaving a workflow in a paused state? (Choose two.)

- A. Right click on the workflow palette and choose "Purge History"
- B. Add a Stop activity to the final transition of a workflow
- C. Under Admin/Workflows, select "stop all workflows"
- D. Click on the Stop icon on the workflow task bar
- E. Add an End activity to the final transition of a workflow

**ANSWER: B D**

**Explanation:**

Adobe Campaign allows you to create and execute workflows that automate various processes and tasks for your campaigns. [You can also stop, pause, resume or cancel workflows using different methods2.](#)

To avoid leaving a workflow in a paused state during development or testing, you need to ensure that the workflow has a clear ending point and that it does not wait for any external events or conditions. You can use one of these two ways:

#### QUESTION NO: 6

What are two reasons why a campaign manager would review a delivery audit? (Choose two.)

- A. To find out how many recipients were excluded

- B. To see if typology rules were applied
- C. To see the total number of opens
- D. To see the total number of clicks
- E. To find out if the delivery is blocked on a particular operating system

**ANSWER: A B**

**Explanation:**

According to Adobe Campaign Classic Business Practitioner objectives, a campaign manager would review a delivery audit for the following reasons:

Therefore, options A and B are the correct answers.

[The delivery audit report provides detailed information about the delivery, including the total number of opens and clicks](#)<sup>2</sup>. However, it does not provide information about the total number of opens and clicks for a specific recipient.

[A campaign manager would not review a delivery audit to find out if the delivery is blocked on a particular operating system](#)<sup>3</sup>.

**QUESTION NO: 7**

During a data investigation, a business practitioner modifies workflow properties to keep the results of interim populations between two executions.

What are two purposes of this step? (Choose two.)

- A. To configure the schema of the data that is passed between two activities in the workflow
- B. To modify the data that is being passed between two activities in the workflow
- C. To export data that is being passed between two activities in the workflow
- D. To save data created with each run of the workflow to a list
- E. To analyze data that is being passed between two activities in the workflow

**ANSWER: D E**

**Explanation:**

The two purposes of modifying workflow properties to keep the results of interim populations between two executions are D. To save data created with each run of the workflow to a list and E. To analyze data that is being passed between two activities in the workflow.

Saving data created with each run of the workflow to a list allows the business practitioner to keep track of the data generated by the workflow. This can be useful for analyzing the data and for troubleshooting any issues that may arise. Analyzing data that is being passed between two activities in the workflow can help the business practitioner to identify any issues with the workflow and to optimize the workflow for better performance.

**QUESTION NO: 8**

A business practitioner is creating a workflow with a querying population of 100 records. At the end of the workflow, the email delivery has a success status of 98. When the business practitioner checks the delivery logs, there are 110 successfully delivered emails.

What is a reason for 110 successfully delivered emails?

- A. The typology rules have not been applied correctly, therefore more people are contacted
- B. The delivery contacted the querying population of the delivery more than once
- C. The delivery logs are counting the email deliveries plus the proof deliveries
- D. The delivery logs are counting the email deliveries plus the seed addresses

**ANSWER: D****Explanation:**

Adobe Campaign allows you to access and analyze the tracking logs of your deliveries. [These logs contain information about the status, date, time, recipient and channel of each message sent](#)<sup>2</sup>. [You can also use reports and alerts to monitor your delivery performance and issues](#)<sup>3</sup>.

One reason for 110 successfully delivered emails when the querying population is 100 records is that the delivery logs are counting the email deliveries plus the seed addresses. Seed addresses are additional email addresses that you can add to your delivery target for testing purposes. They are not part of your querying population but they are included in your delivery logs.

**QUESTION NO: 9**

A retail company would like to send a promotional offer to their loyalty customers which is redeemable by a phone call to their customer call center. The segmented population for the send is 23,500 and the customer center is equipped to redeem 5,000 offers each day.

How would a business practitioner ensure that the offers are controlled in a sequential send?

- A. Create multiple segments of 5000 to be sent sequentially and apply pressure rules to prevent marketing fatigue
- B. Create an incremental query and apply the Capacity Typology rule to exclude the messages when @ the limit of 5000 is reached
- C. Create an incremental send for 5000 offers and apply the Filtering Typology rule to exclude the () messages when the limit is reached
- D. Limit the 23.5K segment to segment of 5000 each day and apply the Control Typology rule to exclude the messages when the limit is reached

**ANSWER: B****Explanation:**

Adobe Campaign allows you to send messages across different channels, such as email, SMS, push notifications, etc. [You can also configure and schedule your deliveries according to your business needs and objectives](#)<sup>2</sup>.

[To ensure that the offers are controlled in a sequential send, you need to use an incremental query and apply the Capacity Typology rule3.](#) An incremental query is a type of query that lets you select a subset of recipients based on a fixed number or a percentage. The Capacity Typology rule is a type of typology rule that lets you limit the number of messages sent per day for a specific channel.

<https://experienceleague.adobe.com/docs/campaign-classic/using/sending-messages/key-steps-when-creating-a-delivery/steps-sending-the-delivery.html?lang=en>