Testpassport Q&A

La meilleure qualité le meilleur service

Exam : **AD0-E327**

Title : Adobe Campaign Classic Business Practitioner

Version : DEMO

1.An Adobe Campaign business practitioner is working on a new product launch and wants to launch similar marketing campaigns over a period of 6 months targeting all the existing customers. The business practitioner has used the existing campaign template for the new campaign but certain jobs for the campaigns, like control groups, approvals, and seed address, are not seen in the template.

Where can the practitioner find the correct settings in the template to resolve this issue?

A. Control Population Option in Advanced campaign settings

B. Configuration Option in Advanced campaign settings

C. Job Execution Option in Advanced campaign settings

Answer: C

Explanation:

The business practitioner should look into the Job Execution Option in Advanced campaign settings to resolve the issue. The missing jobs like control groups, approvals, and seed addresses are likely not configured correctly in the template. By checking and adjusting the settings in the Job Execution Option, the practitioner can ensure the template includes the necessary jobs for the campaigns.

2.A campaign is sent past the end date.

What is the result?

A. The campaign sends as usual.

B. The campaign does not execute past the end date.

C. The campaign continues to send with outdated data.

D. The campaign prompts for an updated end date.

Answer: B

Explanation:

If a campaign is sent past the end date, it will not execute. The end date serves as a deadline for the campaign, and once it passes, the campaign will be considered expired and will not send out any further messages.

3.A business practitioner created a budget campaign template to control scheduled invoiced marketing. After creating the campaign template and defining the job parameters (as shown below), the business practitioner was unable to see the link to configure budget details.
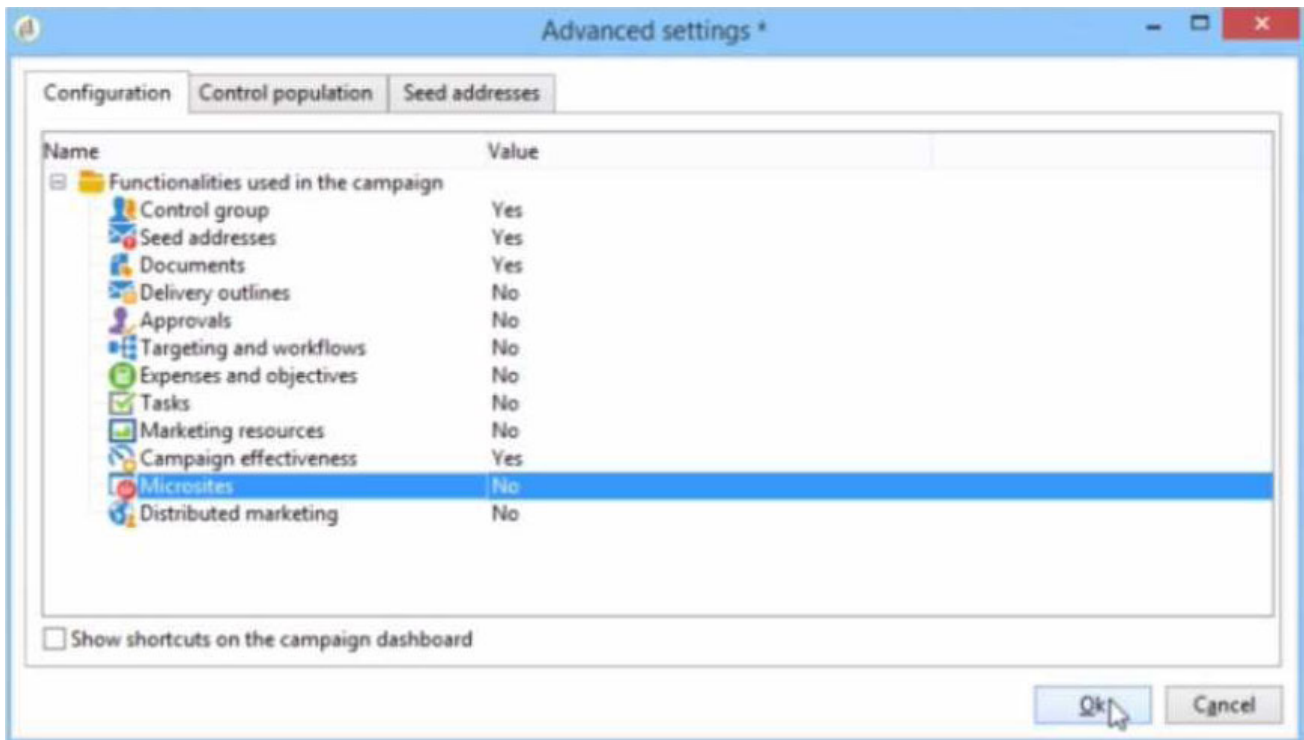
What should they configure to enable budget detail properties?

A. Activate Marketing Resources

B. Activate Targeting and Workflows

C. Activate Expenses and Objectives

D. Activate Distributed Marketing

Answer: C

Explanation:

According to the Adobe Campaign Classic Business Practitioner Exam Guide1, one of the tasks that you should be able to perform as an Adobe Campaign Business Practitioner is to control costs.

Adobe Campaign lets you control scheduled, committed and invoiced marketing costs and to break them down by category using the Marketing Resource Management module1. This module allows you to define budgets for your campaigns and programs, as well as providers and stocks.

To enable budget detail properties for a campaign template, you need to activate the Expenses and Objectives option in Advanced campaign settings1. This option will display a Budget tab in the campaign template where you can configure budget details such as cost entries, providers, stocks, etc.

https://experienceleague.adobe.com/docs/campaign-classic/using/mrm/controlling-costs.html?lang=en

4.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 objectives2.

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

5.A business practitioner needs to configure an event triggered campaign based on the customer journey as shown below.
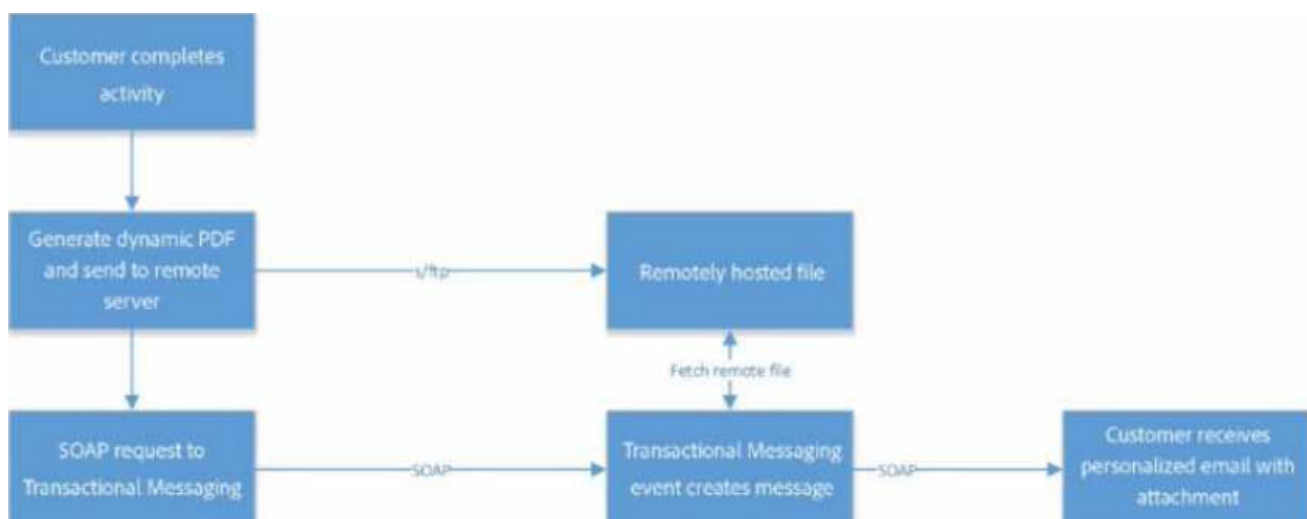
What should the business practitioner do to configure an email attachment on the fly to a transactional message?

A. Define SOAP attachment parameters (<%= rtEvent.ctx.attachementUrl %>) 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