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Adobe Campaign Business Practitioner

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QUESTION 1

What are the three possible consequences of choosing and deploying an incorrect campaign template? (Choose three.)

A. The campaign template workflow could query incorrect individuals

B. The campaign template workflow could send out the wrong type of delivery

C. The campaign template could cause problems with reporting

D. The campaign template could send to individual without a delivery selected

Correct Answer: ABD

QUESTION 2

In which three execution status states can a campaign business practitioner start a workflow? (Choose three.)

A. Finished

B. Being Edited

C. Paused

D. Error

Correct Answer: ABC

Reference: https://docs.campaign.adobe.com/doc/AC/en/ WKF__General_operation_Executing_a_workflow.html

QUESTION 3

How would you ensure a delivery is NOT sent to multiple recipients with the same email address?

A. Place a deduplication activity prior to the delivery

B. Place a union activity prior to the delivery

C. Place a change dimension activity prior to the delivery

D. Place a split activity prior to the delivery

Correct Answer: A

Reference: https://helpx.adobe.com/campaign/standard/automating/using/deduplication.html

QUESTION 4

How should a campaign business practitioner test that dynamic content in delivery displays properly?

A. Configure the delivery to enable a content control group

B. Configure the delivery to enable content approval

C. Configure the delivery content to include seeds

D. Configure the delivery to send a proof of each content version

Correct Answer: D

QUESTION 5

How would you send a proof to the "Holiday Marketing Team" list for approvals?

A. Select the email addressed from the recipient table

B. You can not send the proof to the lists

C. Select the list from the send a Proof menu

D. Enter the email addressed into the "To:" line

Correct Answer: A

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