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Adobe AD0-E314

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QUESTION NO: 1

Which three tasks could a campaign business practitioner do to view a personalized version of a delivery?

(Choosethree.)

- A. Utilize the test personalization option
- B. Send a proof of the delivery
- C. Analyze the delivery after creating it
- D. Send the email to seed a list to compare

ANSWER: A B C

QUESTION NO: 2

A Campaign has a scheduler set up to run weekly. The scheduler triggers a recurring delivery and a continuous delivery.

How many records are created in the delivery table at the end of 3 weeks?

- A. 4
- B. 2
- C. 6
- D. 3

ANSWER: D

Explanation:

Reference: <https://forums.adobe.com/thread/2204509>

QUESTION NO: 3

Which module(s) needs to be installed in order to be able to create Marketing Campaigns?

- A. Marketing Campaigns (Campaign)

- B. Marketing Resources
- C. Central/Local Marketing (Distributed Marketing)
- D. Campaign Optimization

ANSWER: A C

Explanation:

Reference: <https://docs.campaign.adobe.com/doc/AC/en/>

CMP_Orchestrate_campaigns_Setting_up_marketing_campaigns.html

QUESTION NO: 4

What is the purpose of configuring a campaign with start and end date?

- A. To ensure that the campaign works only between those dates
- B. These dates are used for tracking purpose only
- C. To sequence campaign delivery
- D. To ensure that dates show on campaign calendar

ANSWER: C

QUESTION NO: 5

What are the three functions of the delivery audit in Adobe campaign? (Choose three.)

- A. To show a preview of the delivery before sending
- B. To show the analysis performed on a delivery prior to sending
- C. To show the approvals given for delivery
- D. To show a breakdown of exclusions for the delivery

ANSWER: B C D

QUESTION NO: 6

An additional workflow is needed for a campaign. Which step should a campaign business practitioner take to meet this requirement?

- A. Click the add new workflow icon from the targeting and workflow tabs
- B. Add to the existing workflow instead of creating another workflow
- C. Add additional workflows as a technical workflow and add a note to the campaign on where to find them
- D. Create a new campaign because more than one workflow cannot be added

ANSWER: A

Explanation:

Reference: <https://docs.campaign.adobe.com/doc/AC/en/>

CMP_Orchestrate_campaigns_Setting_up_marketing_campaigns.html

QUESTION NO: 7

A campaign business practitioner needs to build an A/B test email campaign for two different promotions. By the theme that generates the most website visits, which email metric indicates the winning promotion theme?

- A. Highest Click through rate
- B. Lowest unsubscribe rate
- C. Highest open rate
- D. Lowest activity rate

ANSWER: A

QUESTION NO: 8

A Business Practitioner's subscription report shows low loyalty.

Which three methods should the Business Practitioner use to improve subscription loyalty?

(Choose three.)

- A. offer compelling content
- B. use double opt-in process
- C. reduce the frequency of deliveries

D. remove the un-subscription link

ANSWER: A B C

QUESTION NO: 9

An practitioner has created an approval activity in a workflow. The multiple approval option is selected. The approval activity is assigned to a group of two operators. One of the operators approves the request and the other rejects. Which branch of the approval activity is run?

- A. The No Branch is run.
- B. Neither Branch is run.
- C. The Yes Branch is run.
- D. Both the Yes and No Branch are run.

ANSWER: C

QUESTION NO: 10

A campaign workflow has 1,000 records coming into a Delivery. The messages to send count is 880. What are two possible s for the missing records? (Choose two.)

- A. The missing records were doubles.
- B. The missing records are part of an A/B test group.
- C. The missing records have been rejected as spam.
- C. The missing records are part of a control group.

ANSWER: A C