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Adobe Campaign Business Practitioner

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QUESTION 1

How is recurring delivery similar to a continuous delivery?

A. Both deliveries append record to the delivery log

B. Both deliveries can be sent multiple times

C. Both deliveries can be modified in the delivery step

D. Both deliveries create new delivery logs

Correct Answer: C

QUESTION 2

A campaign requires multiple audience segment for the same delivery what must be included in the campaign?

A. The campaign must contain a split

B. The campaign must have multiple workflows

C. The campaign must contain seeds

D. The campaign must contain multiple deliveries

Correct Answer: D

QUESTION 3

A query returns 0 records for a specific date. What is the most efficient method to determine what dates exist in the table?

A. Use SQL, query the database or open the files being imported

B. Use a split process to parse out dates

C. Click on the "Distribution of values" button in the query.

D. Go to the schema to view the data

Correct Answer: A

QUESTION 4

Which is most likely situation in which a campaign business practitioner should create a new plan?

A. At the start of a seasonal campaign

B. When a new user must be added

C. At the start of a calendar year

D. When a report must be generated

Correct Answer: A

QUESTION 5

More than one person in an approval operator group responds to an approval activity that requires a single response. What is the result?

A. The workflow errors if people in the operator group give different responses.

B. The workflow resumes after the first person in the operator group responds.

C. The workflow errors if more than one person from the operator group responds.

D. The workflow pauses until all members of the operator group responds.

Correct Answer: B

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