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Adobe Campaign Business Practitioner

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QUESTION 1

A workflow log indicates an incompatible document type error on a union activity. What should a campaign business practitioner verify the union activity inputs are based on?

A. The union activity\\\'s inputs are based on the same target mapping

B. The union activity\\\'s inputs are based on the same filtering dimension

C. The union activity\\\'s inputs are based on the same targeting dimension

D. The union activity\\\'s inputs are based on the same global dictionary

Correct Answer: C

QUESTION 2

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 3

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 4

A campaign business practitioner refers to the URLs and clicks streams report after executing the delivery. Which breakdown can the campaign business practitioner view?

A. Links that were clicked

B. Operating system

C. Clicks by day of week

D. Delivery success and failures

Correct Answer: C

Reference: https://docs.campaign.adobe.com/doc/AC/en/RPT_Accessing_built-in_reports_Reports_on_deliveries.html

QUESTION 5

When utilizing the updated list process, a campaign business practitioner make sure to append additional records to a list if it exists?

A. Only create new lists and avoid updating an existing list

B. Uncheck the option to purge the list if it exists

C. Specify the name explicitly in the options

D. Store the list on an external database

Correct Answer: A

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