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QUESTION 1

A travel newsletter subscription service has been configured. The default unsubscribe web application can be used to unsubscribe subscribers from the service. Which parameter should the developer add into the web application URL to modify the subscriber status?

- A. _webapp
- B. _subscribe
- C. _optout
- D. _service

Correct Answer: B

QUESTION 2

What are four valid typology rule types in Adobe Campaign?

- A. Target Capacity. Control, Pressure
- B. Filtering, Optimal. Control. Pressure
- C. Filtering, Capacity, Control, Market
- D. Filtering, Capacity, Control. Pressure

Correct Answer: D

QUESTION 3

From Adobe Campaign, how is a segment defined in another Adobe Experience Cloud solution accessed?

- A. Create shared audience
- B. Create linked list
- C. Create list
- D. Create query

Correct Answer: A

QUESTION 4

A daily campaign has sent out 0 emails to customers this week when it should be sending over 1000 emails a day. None of the activities are flashing red to indicate they are showing an error.



What would be a developer's first step in troubleshooting the failed workflow?

- A. Close the Adobe Campaign program and restart it
- B. Check the logs for each individual activity to identify any errors
- C. Check the workflows Journal to analyse the audit logs of the campaign
- D. Duplicate the workflow and re-run It

Correct Answer: C

QUESTION 5

Which statement is true regarding campaign hierarchy?

- A. A campaign program folder is required to create a campaign.
- B. A campaign folder is required to create a campaign.
- C. A campaign workflow folder is required to create a campaign.
- D. A campaign plan folder is required to create a campaign.

Correct Answer: A

Reference: <https://docs.adobe.com/content/help/en/campaign-classic/using/orchestrating-campaigns/orchestrate-campaigns/setting-up-marketing-campaigns.html>

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