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[UPDATED 2024 Getting AD0-E327 Certification Made Easy! [Q23-Q46

[UPDATED 2024 Getting AD0-E327 Certification Made Easy! AD0-E327 Exam Crack Test Engine Dumps Training With 52 Questions

Adobe AD0-E327 exam covers a range of topics, including understanding Adobe Campaign Classic, creating and managing campaigns, managing profiles and audiences, working with email deliveries, and reporting and analytics. AD0-E327 exam is aimed at individuals who have experience with Adobe Campaign Classic and are looking to validate their skills and knowledge. By passing the exam, professionals can demonstrate their ability to use Adobe Campaign Classic to create and execute successful marketing campaigns, and they can gain recognition for their expertise in the field.

NEW QUESTION 23

A business practitioner needs to identify the total number of complaints for a given delivery by domain.

What out-of-the-box report would provide this information?
* URLs and click streams
* Tracking indicators

* Non-deliverables and bounces
* Hot clicks

To identify the total number of complaints for a given delivery by domain, the “Non-deliverables and bounces” report would be appropriate. This report typically includes data on email delivery issues, which encompass bounces, spam complaints, and other non-delivery related events categorized by domain.

Complaints are a form of non-deliverable where the recipient’s email server has accepted the email but classified it as spam or junk, often feeding back to the sending server as a complaint.References:This functionality is part of Adobe Campaign Classic’s reporting capabilities, providing insight into the deliverability issues including complaints by domain.

NEW QUESTION 24

During a data investigation, a business practitioner modifies workflow properties to keep the results of interim populations between two executions.

What are two purposes of this step? (Choose two.)

* To configure the schema of the data that is passed between two activities in the workflow
* To modify the data that is being passed between two activities in the workflow
* To export data that is being passed between two activities in the workflow
* To save data created with each run of the workflow to a list
* To analyze data that is being passed between two activities in the workflow

Explanation

The two purposes of modifying workflow properties to keep the results of interim populations between two executions are D. To save data created with each run of the workflow to a list and E. To analyze data that is being passed between two activities in the workflow.

Saving data created with each run of the workflow to a list allows the business practitioner to keep track of the data generated by the workflow. This can be useful for analyzing the data and for troubleshooting any issues that may arise. Analyzing data that is being passed between two activities in the workflow can help the business practitioner to identify any issues with the workflow and to optimize the workflow for better performance.

NEW QUESTION 25

A client has requested that a business practitioner build a workflow to send an email every day at 5:00 pm to everyone who made a purchase in the previous 24 hours.

Which workflow activities are necessary to meet this requirement?

* Query activity, Cell activity. Delivery activity
* Scheduler activity. Delivery activity
* Incremental Query activity, Delivery activity
* Query activity, Intersection activity Delivery activity

The requirement is to send an email every day at a specific time to individuals who have made a purchase in the last 24 hours. To achieve this, an Incremental Query activity is suitable because it allows the workflow to query the database for records that have changed (in this case, made a purchase) since the last execution. This activity should be scheduled to run daily. The Delivery activity is then used to send the email to the population identified by the Incremental Query. There’s no need for a Cell activity as there’s no mention of segmenting the population further, and no Intersection activity is required as there’s no secondary condition to satisfy.References:This is based on the functionality of Incremental Query activities within Adobe Campaign Classic, which are designed to capture data changes over a period of time for targeted communications.

NEW QUESTION 26

A business practitioner is preparing a presentation and needs to list and report the email errors.

Which contains the possible delivery bounce types?
* Hard, Soft, Unreachable
* Hard, Soft, Ignored
* Hard, Medium, Soft, Unreachable
* High, Medium, Light

In the context of email delivery errors, ‘Hard’ bounces refer to permanent delivery failures (such as an invalid email address), ‘Soft’ bounces are temporary delivery issues (such as a full inbox), and ‘Unreachable’ typically means that the email server could not be reached or is not responding. These terms categorize delivery errors based on their nature and help in analyzing the deliverability issues of an email campaign.References:The categorization of bounce types into Hard, Soft, and Unreachable is standard terminology in email marketing for classifying delivery errors.

NEW QUESTION 27

An Adobe Campaign business practitioner has been asked to make a report of “Breakdown of opens” of the Campaign run for the year 2022.

Which data schema of the Adobe Campaign database saves required data so that the report can be formed without any missing records?
* recipient schema
* tracking_log schema
* broad_log schema

Explanation

This data schema saves required data so that the report of “Breakdown of opens” of the Campaign run for the year 2022 can be formed without any missing records.

https://experienceleague.adobe.com/docs/campaign-classic/using/sending-messages/tracking-messages/accessing

NEW QUESTION 28

An Adobe Campaign business practitioner has been asked to make a report of “Breakdown of opens” of the Campaign run for the year 2022.

Which data schema of the Adobe Campaign database saves required data so that the report can be formed without any missing records?
* recipient schema
* tracking_log schema
* broad_log schema

This data schema saves required data so that the report of “Breakdown of opens” of the Campaign run for the year 2022 can be formed without any missing records.

https://experienceleague.adobe.com/docs/campaign-classic/using/sending-messages/tracking-messages/accessing The tracking_log schema in Adobe Campaign is designed to store detailed tracking information, such as opens, clicks, and bounces, for each delivery. To report on the “Breakdown of opens” for a campaign run in the year 2022, this schema would provide the necessary data, including timestamps, recipient identifiers, and the delivery associated with each open. This enables the creation of comprehensive reports on engagement metrics like email opens without any missing records.References:The tracking_log schema is part of the Adobe Campaign Classic database architecture, which records detailed interaction data for reporting and analysis purposes.

NEW QUESTION 29

An Adobe Campaign business practitioner needs to access a specific set of data including quarantined addresses, untargeted recipients, a specific age range, etc. on a regular basis. Data can change but conditions will remain the same.

How should the practitioner approach this to minimize the coding effort every time a similar request is made?
* Create a Predefined Filter
* Create a Temporary Schema
* Save data in a List
To minimize the coding effort every time a similar request is made, the business practitioner should A. Create a Predefined Filter.

A Predefined Filter is a saved query that can be used to retrieve a specific set of data on a regular basis. The Predefined Filter can be created with the specific conditions that the business practitioner needs to access, such as quarantined addresses, untargeted recipients, a specific age range, etc. The Predefined Filter can be saved and reused every time a similar request is made, minimizing the coding effort.

When a business practitioner needs to access a specific set of data under consistent conditions, creating a Predefined Filter is the most efficient approach. Predefined Filters in Adobe Campaign allow users to save a set of criteria that can be reused across different campaigns and workflows. This saves time and effort as the practitioner does not have to recreate the conditions every time they need to access this data set. The filters can be applied to various campaign activities without additional coding, making it a convenient solution for recurring data access needs.References:This recommendation is based on the functionality of Predefined Filters in Adobe Campaign Classic, which allows for the reuse of common criteria in multiple campaign activities.

NEW QUESTION 30

A business practitioner is preparing a presentation and needs to list and report the email errors.

Which contains the possible delivery bounce types?
* Hard, Soft, Unreachable
* Hard, Soft, Ignored
* Hard, Medium, Soft, Unreachable
* High, Medium, Light
Explanation

Hard bounce occurs when the email address is invalid or does not exist2.

Soft bounce occurs when the email address is valid, but the email cannot be delivered to the recipient’s mailbox for reasons such as the recipient’s mailbox is full or the email message is too large2.

Unreachable bounce occurs when the email is not delivered to the recipient’s mailbox, but the reason is not known3.

NEW QUESTION 31

A business practitioner needs to configure a monthly email newsletter so that subscribers that are considered minors never receive them.

Which type of typology rule should be used to accomplish this task?

* Filtering
* Capacity
* Pressure
* Control

Atypology rules are business rules that allow you to perform checks and filtering on your message before sending it. You can design and apply four types of typology rules: Filtering, Capacity, Pressure and Control2.

To configure a monthly email newsletter so that subscribers that are considered minors never receive them, you need to use a Filtering rule. This type of rule allows you to exclude one part of the message target according to criteria defined in a query, such as age or date of birth2. You can also use predefined filtering rules or create your own custom ones.

NEW QUESTION 32

A business practitioner is asked to generate an audience of customers with their latest subscription status on an ongoing basis including new customers.

After querying the subscription table for the latest customer subscription status, what should a business practitioner do to keep the audience updated?

* Re-create a list with type set to “Group” to update daily
* Purge and Reuse a list with type set to “List” to update daily
* Create a list with type set to “List” to update daily
* Create a list with type set to “Group” to update daily

Explanation

To keep the audience updated, the business practitioner should D. Create a list with type set to “Group” to update daily.

A Group is a dynamic list that is updated automatically based on the criteria defined by the business practitioner. The business practitioner can create a Group with the specific conditions that are required to generate an audience of customers with their latest subscription status on an ongoing basis including new customers. The Group can be set to update daily, ensuring that the audience is always up-to-date.

NEW QUESTION 33

Following the first deployment of the client’s news bulletin, the email was sent to brand advocates who had opted in. The Marketing team wants to visualize the peak period of reactivity.

Which out-of-the-box delivery report would a business practitioner recommend?

* Tracking Indicator report
* Delivery Summary report
* User Activities report
* Delivery Throughput report

Explanation

Tracking Indicator report. This out-of-the-box delivery report would help visualize the peak period of reactivity by showing when recipients opened and clicked on the email.

Adobe Campaign provides several out-of-the-box delivery reports that can help analyze and represent data for different purposes. Some of these reports are:

* Tracking Indicator report: This report shows the main tracking indicators for a delivery, such as opens, clicks, bounces, etc.

* Delivery Summary report: This report shows a summary of the delivery settings and statistics, such as target population, subject line, sender name, etc.

* User Activities report: This report shows the actions performed by users on a delivery, such as approval, modification, sending start/stop, etc.

* Delivery Throughput report: This report shows the number of messages sent per hour for a delivery.

https://experienceleague.adobe.com/docs/campaign-classic/using/reporting/reports-on-deliveries/delivery-reports

NEW QUESTION 34

During development or testing, what are two ways a business practitioner can avoid leaving a workflow in a paused state? (Choose two.)
* Right click on the workflow palette and choose “Purge History”
* Add a Stop activity to the final transition of a workflow
* Under Admin/Workflows, select “stop all workflows”
* Click on the Stop icon on the workflow task bar
* Add an End activity to the final transition of a workflow
Explanation

Adobe Campaign allows you to create and execute workflows that automate various processes and tasks for your campaigns. You can also stop, pause, resume or cancel workflows using different methods2.

To avoid leaving a workflow in a paused state during development or testing, you need to ensure that the workflow has a clear ending point and that it does not wait for any external events or conditions. You can use one of these two ways:

* Add an End activity to the final transition of a workflow. This activity marks where your workflow ends and releases all the resources used by the workflow3.

* Click on the Stop icon on the workflow task bar. This action stops the execution of the workflow immediately and displays a confirmation message.

NEW QUESTION 35

A company’s data includes recipients and transactions for recipients with a one(recipient) to many(transactions) relationship.

What is the most efficient configuration of a workflow Query activity to select all transactions in a particular time period?
* Select “Transactions” as the targeting dimension, and edit the filtering conditions to the specific Transaction dates
* Use the default Targeting and Filtering conditions of a Query, then edit the filtering conditions to select transactions for the specific Transaction dates
* Use an Incremental query and set the Scheduler to select transactions on a certain date and time
* Create a list and reference the list in the Query activity
a query activity allows you to filter and extract a population of elements from the Adobe Campaign database2

. You can select a targeting dimension and define filter conditions to specify your query criteria12.

An incremental query lets you periodically select a target based on a criterion, while excluding the people already targeted for this

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criterion4. The population already targeted is stored in the memory by workflow instance and by activity4.

A list is a set of recipients that can be used as an input for other activities such as deliveries or queries3. You can create a list manually or use an existing one.

NEW QUESTION 36

A customer wants to trigger an email on a specified frequency based on the customer journey.

Given that the customer wants the delivery statistics consolidated, what kind of email delivery should the business practitioner configure in this scenario?
* Recurring delivery with email content pulled from the delivery template
* Continuous delivery with email content pulled from the delivery template
* Continuous delivery with email content configured in the email delivery activity
* Recurring delivery with email content configured in the email delivery activity
Explanation

According to the web sources123, a continuous delivery is a delivery type that adds new recipients to an existing delivery, while a recurring delivery is a delivery type that creates a new delivery instance each time it executes. A continuous delivery is more efficient for low-volume alerts or notifications, while a recurring delivery is more suitable for high-volume campaigns.

https://experienceleague.adobe.com/docs/campaign-classic-learn/tutorials/sending-messages/email-channel/recur

NEW QUESTION 37

A customer needs to create a web form, which collects and stores anonymous users’ email, First name, Last name, and color preferences, to an Adobe Campaign Classic database.

What kind of structure should be used to save data coming from the web form?
* Default attributes in Recipient data schema
* Custom data schema linked to Recipient
* Custom attributes in Recipient data schema
* Custom data schema not linked to Recipient
You can use a custom data schema linked to Recipient when you want to store data in a separate table and link it to the recipient table1.

When collecting data from a web form that includes both identifiable information (such as first and last name) and preferences (such as color preferences), the best practice is to store this information in a custom data schema that is linked to the recipient. This linkage allows the stored data to be associated with a specific recipient, which can be anonymized initially and then identified later if necessary. By using a custom data schema, you can extend the recipient schema to include additional fields without modifying the out-of-the-box recipient schema, ensuring that the database remains organized and scalable for future needs.References:This answer is based on best practices for data management in Adobe Campaign Classic and similar marketing automation platforms, which often involve creating custom schemas for additional data collection while maintaining a link to the central recipient or customer schema for proper data association.

NEW QUESTION 38

What are two reasons why a campaign manager would review a delivery audit? (Choose two.)
* To find out how many recipients were excluded
* To see if typology rules were applied

* To see the total number of opens
* To see the total number of clicks
* To find out if the delivery is blocked on a particular operating system

Explanation

According to Adobe Campaign Classic Business Practitioner objectives, a campaign manager would review a delivery audit for the following reasons:

* To find out how many recipients were excluded, which is one of the typology rules1.

* To see if typology rules were applied, which is another reason1.

Therefore, options A and B are the correct answers.

The delivery audit report provides detailed information about the delivery, including the total number of opens and clicks2. However, it does not provide information about the total number of opens and clicks for a specific recipient.

A campaign manager would not review a delivery audit to find out if the delivery is blocked on a particular operating system3.

NEW QUESTION 39

A workflow was returning unexpected results. The Operator used the pause functionality to put the workflow into a paused state to examine these results. They never cleared the pause state.

What two impacts will this have on the overall Campaign instance? (Choose two.)
* It will increase the size of the database
* It will make the workflow more efficient next time
* It will stop further iterations of the workflow from running
* It will leave any temporary tables in place
* It will lock the workflow until it is restarted

Leaving a workflow in a paused state can have several impacts on the overall Campaign instance. Firstly, it will stop further iterations of the workflow from running, which means that any scheduled runs or events that are supposed to trigger the workflow will not execute until the pause is cleared. Secondly, it will leave any temporary tables in place. Adobe Campaign workflows often create temporary tables for processing data, and these tables are usually dropped at the end of the workflow. If the workflow is paused and not properly terminated, these temporary tables may persist, potentially using up system resources and storage space.References:The implications of paused workflows are based on the standard operation and management of workflows within Adobe Campaign Classic and how they interact with database resources.

NEW QUESTION 40

A retail company would like to send a promotional offer to their loyalty customers which is redeemable by a phone call to their customer call center The segmented population for the send is 23,500 and the customer center is equipped to redeem 5,000 offers each day.

How would a business practitioner ensure that the offers are controlled in a sequential send?
* Create multiple segments of 5000 to be sent sequentially and apply pressure rules to prevent marketing fatigue
* Create an incremental query and apply the Capacity Typology rule to exclude the messages when the limit of 5000 is reached
* Create an incremental send for 5000 offers and apply the Filtering Typology rule to exclude the () messages when the limit is reached
* Limit the 23.5K segment to segment of 5000 each day and apply the Control Typology rule to exclude the messages when the

limit is reached
Explanation

Adobe Campaign allows you to send messages across different channels, such as email, SMS, push notifications, etc. You can also configure and schedule your deliveries according to your business needs and objectives2.

To ensure that the offers are controlled in a sequential send, you need to use an incremental query and apply the Capacity Typology rule3. An incremental query is a type of query that lets you select a subset of recipients based on a fixed number or a percentage. The Capacity Typology rule is a type of typology rule that lets you limit the number of messages sent per day for a specific channel.

https://experienceleague.adobe.com/docs/campaign-classic/using/sending-messages/key-steps-when-creating-a-d

NEW QUESTION 41

An Adobe Campaign developer wants to build an input form and observed one form is already created with same schema “customer” and namespace “cus”.

How should the developer build another form using the same schema and namespace?
* Create a new input form as name=”customer” namespace=’nms”
* Set the entity-schema=”cus:customer”
* Set the entity-form=”cus:customer”
* Create a new input form as name=”customer” namespace=”cus”

NEW QUESTION 42

In the Tracking Indicators report, which metric identifies how many of the targeted recipients opened a delivery?
* Sum of opens for the population reached
* Distinct opens for the population reached
* Distinct clicks for the population reached
* Recipient clicks for the population reached
Explanation

The metric that identifies how many of the targeted recipients opened a delivery in the Tracking Indicators report is Distinct opens for the population reached. Therefore, option B is the correct answer.

The other options are:

* Sum of opens for the population reached: This metric identifies the total number of opens for the population reached.

* Distinct clicks for the population reached: This metric identifies the total number of clicks for the population reached.

* Recipient clicks for the population reached: This metric identifies the total number of clicks for the population reached, but only counts one click per recipient.

NEW QUESTION 43

A workflow was returning unexpected results. The Operator used the pause functionality to put the workflow into a paused state to examine these results. They never cleared the pause state.

What two impacts will this have on the overall Campaign instance? (Choose two.)

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* It will increase the size of the database
* It will make the workflow more efficient next time
* It will stop further iterations of the workflow from running
* It will leave any temporary tables in place
* It will lock the workflow until it is restarted

Explanation

Adobe Campaign allows you to create and execute workflows that automate various processes and tasks for your campaigns. You can also pause, resume or cancel workflows using different methods1.

Pausing a workflow means that the workflow execution is temporarily suspended until it is resumed or restarted. This can be useful for examining or modifying the workflow without losing its current state2.

However, leaving a workflow in a paused state can have some negative impacts on the overall Campaign instance, such as:

* It will increase the size of the database. This is because pausing a workflow does not delete any temporary tables or data that were created by the workflow activities. These tables and data will remain in the database until the workflow is resumed or restarted3.

* It will stop further iterations of the workflow from running. This is because pausing a workflow prevents any scheduled or triggered events from activating the workflow until it is resumed or restarted2. This can affect your campaign performance and delivery.

NEW QUESTION 44

A business practitioner is creating a workflow with a querying population of 100 records. At the end of the workflow, the email delivery has a success status of 98. When the business practitioner checks the delivery logs, there are 110 successfully delivered emails.

What is a reason for 110 successfully delivered emails?

* The typology rules have not been applied correctly, therefore more people are contacted
* The delivery contacted the querying population of the delivery more than once
* The delivery logs are counting the email deliveries plus the proof deliveries
* The delivery logs are counting the email deliveries plus the seed addresses

Explanation

Adobe Campaign allows you to access and analyze the tracking logs of your deliveries. These logs contain information about the status, date, time, recipient and channel of each message sent2. You can also use reports and alerts to monitor your delivery performance and issues3.

One reason for 110 successfully delivered emails when the querying population is 100 records is that the delivery logs are counting the email deliveries plus the seed addresses. Seed addresses are additional email addresses that you can add to your delivery target for testing purposes. They are not part of your querying population but they are included in your delivery logs.

NEW QUESTION 45

An Adobe Campaign business practitioner is extracting data using a “Data Extraction” activity of a workflow.

What step should be taken to filter the final result of the aggregate for customers who have ordered more than

10 times?

* Handle groupings (GROUP BY + HAVING)
* Handle groupings (COMBINE + DEDUPE)
* Handle groupings (UNION + SELECT)
a data extraction activity allows you to extract data from Adobe Campaign database and export it to a file1

. You can select the data to be extracted, the file format, and the output location1.

The handle groupings option lets you group data by one or more criteria and apply aggregate functions such as count, sum, average, etc2. You can also filter the final result of the aggregate by using a having clause2.

the step that should be taken to filter the final result of the aggregate for customers who have ordered more than 10 times would be option A. Handle groupings (GROUP BY + HAVING) would allow you to group customers by their order count and filter those who have ordered more than 10 times.

In the context of data extraction, particularly when working with aggregate data such as counting the number of orders per customer, the SQL clauses GROUP BY and HAVING are used. The GROUP BY clause is used to aggregate the data according to one or more columns – in this case, the customer identifier. The HAVING clause is then used to filter the aggregated results based on a condition – in this case, customers who have ordered more than 10 times. This approach effectively filters out the final result to include only customers meeting the specified ordering criteria.References:The use of GROUP BY and HAVING clauses is standard in SQL for performing aggregations and filtering on aggregate data.

NEW QUESTION 46

When creating a new workflow, the operator wants to display the result of activities on their outbound transitions, followed by the label of the result as defined in the activity properties.

Which is the correct method to enable this?
* The Display progress information option
* Examining Task notifications in the tracking tab
* Viewing the workflow logs, once it has completed
Explanation

Adobe Campaign allows you to create and execute workflows that automate various processes and tasks for your campaigns. You can also monitor and troubleshoot workflows using different methods1.

To display the result of activities on their outbound transitions, followed by the label of the result as defined in the activity properties, you need to use the Display progress information option. This option is available in the workflow properties (General tab) and it enables you to view additional information on each transition such as number of records processed, label of result, etc2.

Adobe AD0-E327 (Adobe Campaign Classic Business Practitioner - Certified Expert) certification exam is a popular certification program for professionals who want to validate their skills and expertise in using Adobe Campaign Classic. Adobe Campaign Classic Business Practitioner - Certified Expert certification is specifically designed for business practitioners who work with Adobe Campaign Classic, including marketing professionals, campaign managers, and business analysts.

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