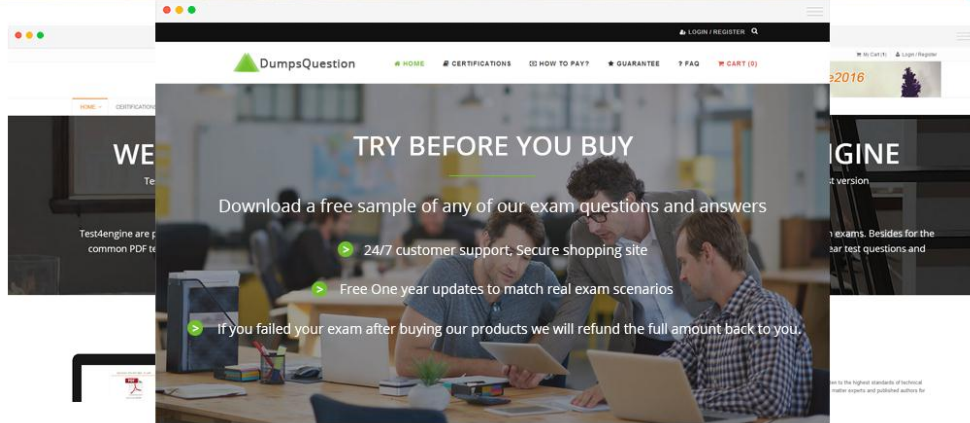


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Exam : **AD0-E314**

Title : Adobe Campaign Classic
Business Practitioner Expert

Vendor : Adobe

Version : DEMO

NO.1 Campaign requirements state that a random selection of 20% of recipients be withheld from the targeting population to receive a different creative treatment in another campaign. How should the business practitioner configure the workflow?

- A. Use a delivery activity to select the random sample and it will be posted the delivery logs
- B. Use the workflow properties to configure the random sample and it will be posted to the folder
- C. Use a split activity to select the random sample and a list update activity to house the sample
- D. Use a query activity to select the random selection and a list update activity to house the sample

Answer: D

NO.2 A large clothing brand that has several thousand boutiques all over the US decides to create a special offer of 50% off all merchandise in their catalog. This offer is aimed at the best clients of the brand's US stores, meaning those who have spent more than \$300 since the beginning of the year. The business practitioner decides to use Distributed Marketing, which will allow selection of the stores' best clients (grouped by region). These selected clients will receive the email delivery containing the special offer.

What campaign template should the business practitioner use?

- A. Collaborative campaign (by target approval)
- B. Collaborative campaign (by form)
- C. Collaborative campaign (by campaign)
- D. Collaborative campaign (simple)

Answer: A

NO.3 During an investigation, a business practitioner modifies workflows properties to keep the results of interim populations between two executions. What is the purpose of this step? (Choose two.)

- A. To export data that is passed between two activities in the workflow
- B. To modify the data that is being passed between two activities in the workflow
- C. To save data created with each run of the workflow to a list
- D. To add filtering criteria to data that is being passed between two activities in the workflow
- E. To configure the schema of the data that is passed between two activities in the workflow

Answer: C,D

Reference:

WKF__General_operation_Executing_a_workflow.html

NO.4 Which two examples are appropriate for Qualitative analysis in Adobe Campaign? (Choose two.)

- A. sales by product
- B. most popular email domains
- C. average basket
- D. total sales in US dollars

Answer: B,C

NO.5 A campaign workflow has been executed and has reached the Finished state. Which two tasks must have occurred? (Choose two.)

- A. The deliveries have been sent.
- B. The temporary worktables have been dropped.
- C. The campaign state has changed to Finished.
- D. The approval steps have been approved.

Answer: A,C

NO.6 A Practitioner chooses the wrong parent folder for the Marketing Plan. How should the Practitioner correct the mistake?

- A. edit the plan properties and select a different parent folder
- B. delete the Marketing Plan and start over
- C. drag and drop the Marketing Plan to a new folder
- D. rename the parent folder

Answer: C

NO.7 What are two reasons to include the email address when importing a list of contacts? (Choose two.)

- A. to send a confirmation email
- B. to meet legal requirements
- C. to populate the reconciliation key
- D. to update the primary key field

Answer: A,D