Adobe

AD0-E327 Exam

Adobe Campaign Classic Business Practitioner - Certified Expert

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Version: 4.1

Question: 1

An Adobe Campaign business practitioner is working on a new product launch and wants to launch similar marketing campaigns over a period of 6 months targeting all the existing customers. The business practitioner has used the existing campaign template for the new campaign but certain jobs for the campaigns, like control groups, approvals, and seed address, are not seen in the template. Where can the practitioner find the correct settings in the template to resolve this issue?

A. Control Population Option in Advanced campaign settings
B. Configuration Option in Advanced campaign settings
C. Job Execution Option in Advanced campaign settings

Answer: B

Explanation:

In Adobe Campaign Classic, when a business practitioner uses an existing campaign template and discovers that certain components such as control groups, approvals, and seed addresses are missing, these components are generally found within the campaign template's configuration settings. These settings allow for adjustments to the campaign's operational parameters, including how and when the campaign is executed, who approves it, and what control mechanisms are in place, such as control groups and seed addresses. By navigating to the "Configuration Option" in the "Advanced campaign settings," a practitioner can access and modify these elements to suit the new campaign's requirements. This area provides the necessary controls to ensure that all aspects of the campaign management are correctly configured to deploy effectively over the designated period.

Question: 2

A campaign is sent past the end date. What is the result?

A. The campaign sends as usual.
B. The campaign does not execute past the end date.
C. The campaign continues to send with outdated data.
D. The campaign prompts for an updated end date.
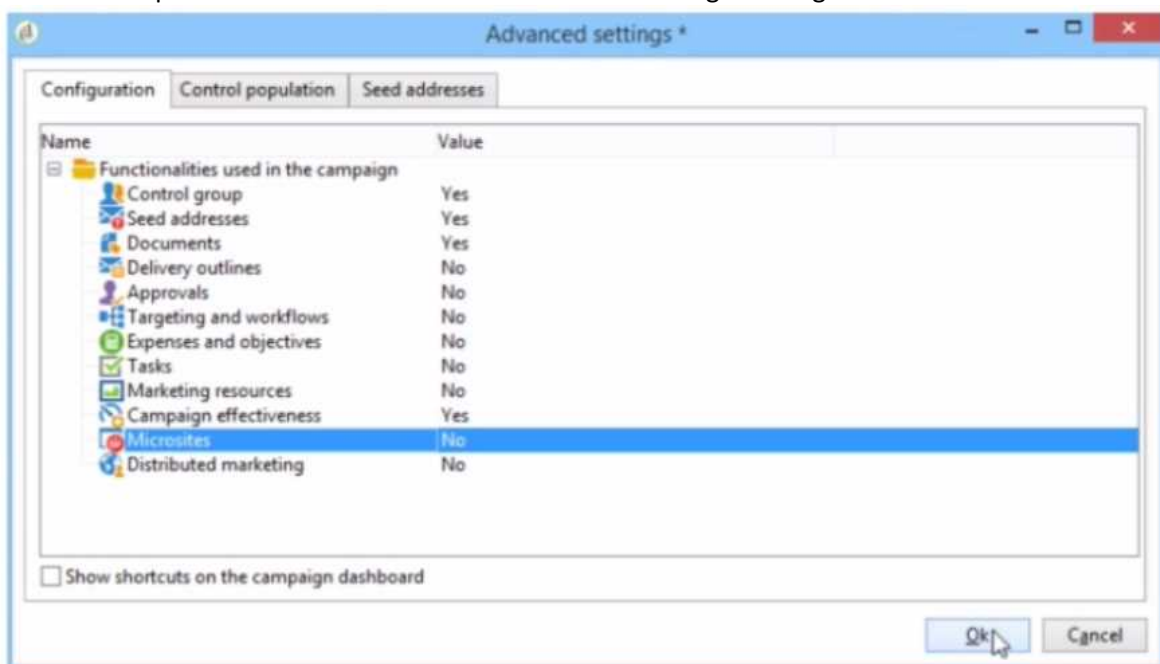
Answer: B

Explanation:

In Adobe Campaign Classic, the campaign end date is a critical setting that determines when a campaign will cease to send out communications. Once the defined end date of a campaign is reached, the system automatically prevents any further execution of the campaign tasks associated

with sending emails or other forms of communication. This built-in functionality is designed to prevent sending outdated information to recipients and to adhere to the campaign's scheduled timeline. If a campaign needs to continue beyond its original end date, the end date in the campaign settings must be extended or updated accordingly.

Reference: This explanation is derived from the standard operational procedures of campaign management systems like Adobe Campaign Classic, reflecting common practices in digital marketing campaign management.

Question: 3

A business practitioner created a budget campaign template to control scheduled invoiced marketing. After creating the campaign template and defining the job parameters (as shown below), the business practitioner was unable to see the link to configure budget details.

What should they configure to enable budget detail properties?

A. Activate Marketing Resources
B. Activate Targeting and Workflows
C. Activate Expenses and Objectives
D. Activate Distributed Marketing

Answer: C

Explanation:

According to the Adobe Campaign Classic Business Practitioner Exam Guide1, one of the tasks that you should be able to perform as an Adobe Campaign Business Practitioner is to control costs. Adobe Campaign lets you control scheduled, committed and invoiced marketing costs and to break them down by category using the Marketing Resource Management module1. This module allows you to define budgets for your campaigns and programs, as well as providers and stocks. To enable budget detail properties for a campaign template, you need to activate the Expenses and

Objectives option in Advanced campaign settings1. This option will display a Budget tab in the campaign template where you can configure budget details such as cost entries, providers, stocks, etc.

https://experienceleague.adobe.com/docs/campaign-classic/using/mrm/controlling-costs?lang=en

In the context of Adobe Campaign Classic, budget details for a campaign are typically managed through the 'Expenses and Objectives' functionality. This feature allows business practitioners to set and track the budget and cost-related details for their marketing campaigns. When this option is activated in the campaign template's advanced settings, it enables the functionality to enter and manage financial details such as budgeted amounts, actual costs, and associated financial objectives. Therefore, to enable budget detail properties in a budget campaign template, the business practitioner should select the 'Expenses and Objectives' option and set its value to 'Yes' in the 'Advanced settings' tab under the 'Configuration' section as shown in the interface provided.

Question: 4

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?

A. Create multiple segments of 5000 to be sent sequentially and apply pressure rules to prevent marketing fatigue
B. Create an incremental query and apply the Capacity Typology rule to exclude the messages when
®   the limit of 5000 is reached
C. Create an incremental send for 5000 offers and apply the Filtering Typology rule to exclude the () messages when the limit is reached
D. 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

Answer: C

Explanation:

To manage the flow of promotional offers and ensure the call center can handle the redemption volume effectively, the business practitioner would need to implement a controlled delivery process. By creating an incremental send for 5,000 offers, the practitioner can distribute the promotional offers in manageable batches. The application of the Filtering Typology rule serves to halt the send process once the daily limit of 5,000 offers is reached, ensuring that no more than 5,000 customers are contacted per day. This approach prevents overwhelming the call center and helps maintain an organized redemption process. The typology rule will filter out any additional sends after the daily quota has been met, resuming only the next day with the next batch of 5,000 until the entire segment of 23,500 is covered.
Reference: The response is based on the understanding of typology rules and send management within Adobe Campaign Classic or similar campaign management systems, ensuring the delivery process aligns with the operational capacity of the call center.

Question: 5

A business practitioner needs to configure an event triggered campaign based on the customer journey as shown below.
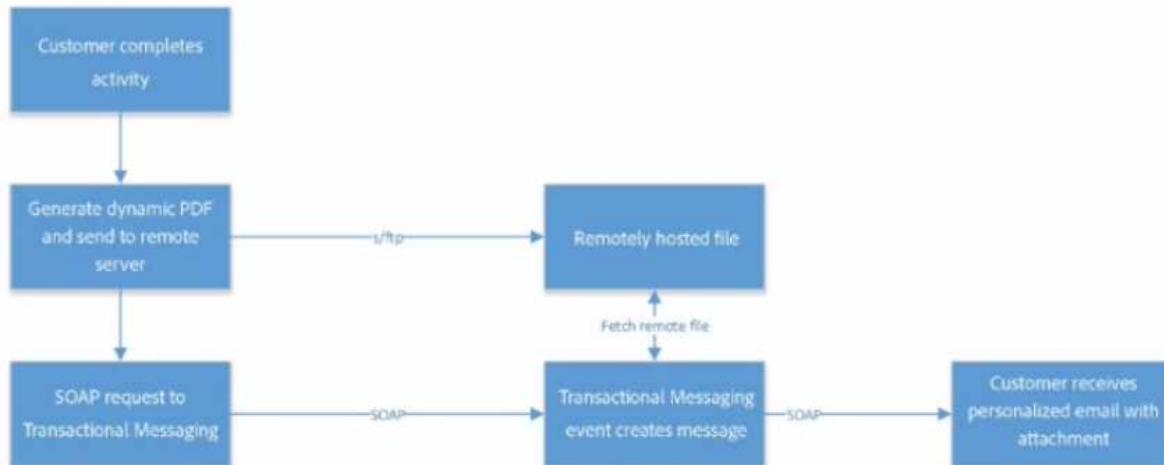
What should the business practitioner do to configure an email attachment on the fly to a transactional message?

A. Define SOAP attachment parameters (<%= rtEvent.ctx.attachementUrl %>) within the content of ® the delivery
B. In the attachment definition screen, enter the attachment URL
C. Use Java Script activity to attach the document
D. In the advanced screen, enter the SOAP attachment parameter

Answer: A

Explanation:

Adobe Campaign allows you to send transactional emails with individual and/or personalized attachments using SOAP APIs. You can also create calculated attachments that can depend on the recipient and be converted to PDF.
To configure an email attachment on the fly to a transactional message, you need to define SOAP attachment parameters within the content of the delivery. These parameters are used to specify the URL, name, type and encoding of the attachment. For example, you can use <%= rtEvent.ctx.attachmentUrl %> to refer to the attachment URL.
https://experienceleague.adobe.com/docs/campaign-classic/using/transactional-messaging/transactional-email-with-attachments?lang=en

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