

QUESTIONS & ANSWERS

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QUESTION: 98

Which three factors can be tested in an email preview prior to executing the delivery?
(Choose three.)

- A. mirror pages
- B. personalization
- C. spam score
- D. opt-out link

Answer: A, B, D

QUESTION: 99

A Practitioner has customized a delivery for men, women and unspecified gender values. A proof personalized to each gender segment is then required to be sent to an approver prior to the delivery phase. What is the efficient way to accomplish this?

- A. Specify a Target for the proofs with the Targeting mode set to "Substitution of the address" and specify the approver for a recipient in each of the gender segments.
- B. Specify an approver in the Recipient table via the Target mapping directly.
- C. Create three different deliveries for each of the gender segments and define the same approver for each delivery.
- D. Specify a Target for the proofs with the Targeting mode set to "Substitution of the address" and specify the approver for a recipient using Random profile.

Answer: A

QUESTION: 100

A Practitioner's team learns that Gmail has modified its spam filtering criteria. How should the Practitioner use the client console to obtain the percentage of users that have been affected by this change?

- A. use "Counters" within "Platform" selection in the Navigation hierarchy
- B. use "Aggregates" functionality within Production – Objects created automatically
- C. export the list of the recipients to Excel and create a formula to calculate the required percentage
- D. filter the Recipient dataset based on emails that contain the string "gmail" and divide by total number of Recipients

Answer: D

QUESTION: 101

Which two tasks can be performed to reduce the probability of a delivery being blocked or flagged as 'spam' by anti-spam tools? (Choose two.)

- A. Make sure your delivery does not contain only images
- B. Email content should have both HTML and text parts
- C. Specify recipient's name in the greeting
- D. Specify an English translation for non English mails

Answer: C, D

QUESTION: 102

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

QUESTION: 103

A campaign is created with a workflow. The workflow has a continuous delivery. A campaign is created based on this template. What would be the relationship between the internal names of the campaign template, campaign, workflow and deliveries?

- A. The workflow and deliveries have different names. The campaign and the campaign template have the same name.
- B. The names of the campaign and the campaign template are different. The workflows and deliveries have the same name.
- C. The names of the deliveries are different. The workflows, campaign and the campaign template have the same name.
- D. All of the names will be unique.

Answer: D

QUESTION: 104

Campaigns with many deliveries are using multiple channels. How should the Business Practitioner group these deliveries for reporting?

- A. delete all deliveries that do not need to be in the report
- B. give all deliveries the same Delivery Code
- C. base all deliveries on the same template
- D. give all deliveries the same name

Answer: B

QUESTION: 105

Sub-population A of 100 records and B of 200 records are combined in a campaign workflow with a Union activity. The resulting population C contains 200 records. What should the Practitioner conclude?

- A. Records in A have been excluded from C.
- B. All of the records in A are also in B.
- C. All of the records in B are also in A.
- D. A and B are mutually exclusive.

Answer: B

QUESTION: 106

A Business Practitioner has a delivery with two links sent to 100 recipients: 80 messages reached the box 40 Recipients opened the delivery 20 Recipients clicked on at least one link What was the reactivity?

- A. 40%
- B. 20%
- C. 25%
- D. 50%

Answer: C

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