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Adobe Campaign Classic Business Practitioner - Certified Expert

Adobe AD0-E327

Version Demo

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Topic Break Down

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Topic 1, Campaign Management	20
Topic 2, Data Management	20
Topic 3, Delivery Management	30
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QUESTION NO: 1

A business practitioner creates a workflow to identify customers who purchased a product in the last 30 days. The workflow must ultimately send an email to the customers, not to the purchase records.

How should the Query activity be configured?

A. Select Purchases as the targeting dimension and use Recipients as the filtering dimension

B. Select Recipients as the targeting dimension and use the purchase table as a filtering dimension

C. Select Deliveries as the targeting dimension and use Purchases as the filtering dimension

D. Select the purchase table as both the targeting and filtering dimensions

ANSWER: B

Explanation:

Select Recipients as the targeting dimension and use the purchase table as a filtering dimension is correct. The required output is a population of recipient records that can be passed directly to an email delivery. The purchase information is used only to qualify those recipients according to the date and product conditions.

In Adobe Campaign Classic, the targeting dimension defines the type of records returned by the workflow activity. The filtering dimension provides access to related data that can be used in selection conditions. By retaining Recipients as the targeting dimension, the workflow returns a valid recipient population while evaluating the associated purchase records to determine eligibility. See Adobe documentation on Query activities and targeting dimensions.

QUESTION NO: 2

A business practitioner imports a file containing recipient email addresses and loyalty tiers. Some recipients already exist in the Adobe Campaign database, while others must be created as new recipient records.

Which Update data activity operation should be configured after reconciliation by email address?

A. Insert only

B. Update only

C. Insert or update

D. Delete and insert

ANSWER: C

Explanation:

Insert or update is correct because this operation updates records that match the configured reconciliation key and creates records when no matching record exists. In this scenario, the email address can be used to reconcile each imported row with the Recipient schema. Existing recipients receive the updated loyalty-tier value, while new email addresses result in new recipient records.

Using only an update operation would not create the new recipients, while an insert-only operation could create duplicate records for recipients already present in the database. Adobe Campaign Classic documents the Update data activity and its insert and update operations in the Update data activity documentation.

QUESTION NO: 3

A business practitioner imports product-interest data from an external file and uses an Enrichment activity before an email delivery.

What are two valid uses of the Enrichment activity? (Choose two.)

A. Reconcile imported data with an existing targeting dimension

B. Add data from a linked table to the workflow population

C. Update values in the Recipient table without an Update data activity

D. Send an email to the enriched population

E. Purge delivery logs for the enriched recipients

ANSWER: A B

Explanation:

Reconcile imported data with an existing targeting dimension is correct because Enrichment can link incoming workflow data to records in a Campaign schema, such as matching imported customer identifiers to recipient records. This makes the imported population usable for recipient-based targeting and delivery processing.

Add data from a linked table to the workflow population is also correct. Enrichment can append fields from linked schemas or data calculated through joins, allowing the workflow to use the additional information for segmentation, personalization, and delivery configuration.

Enrichment does not itself write changed values to the database; an Update data activity is used when records must be inserted, updated, or deleted. It also does not send a message. See Adobe's Enrichment activity documentation.

QUESTION NO: 4

A business practitioner wants to give one of the team members access to all pre-defined filters, dashboards, and web application, regardless of users rights to folders. This must include read, write, and delete data.

What is the right way to give access?

A. By selecting Propagate option

B. By selecting Access Rights explicitly

C. By selecting System Folder

D. By selecting the Operators to the authorization field

ANSWER: C

Explanation:

By selecting System Folder is correct. In Adobe Campaign Classic, access to resources such as predefined filters, dashboards, and web applications is controlled through folder permissions. Assigning rights on the System folder gives the operator access across the folder hierarchy, rather than limiting access to one selected business folder and its contents. This is appropriate when the user needs broad access to these shared, built-in objects regardless of the permissions configured on individual folders.

The required read, write, and delete capabilities are then granted through the folder-access rights assigned for the System folder. This combination lets the team member view the relevant objects, modify their configuration where permitted by their named rights, and delete data or objects within the scope of those rights. Campaign Classic administrators use this approach when a role requires global operational access to folder-based resources, while still managing the operator through the platform’s standard access-management model.

Adobe documents folder-based access control and the System folder in its Access management documentation. Additional details on configuring operator access are available in the Managing users documentation.

QUESTION NO: 5

A new sample file is needed for a Data Loading process with a new layout. A business practitioner has clicked "Auto-Detect Format."

What step should the business practitioner take?

A. Create a new Data Loading process and leave the original intact for future use

B. Verify the file format, specifically date formats that need to be set correctly

C. Load a file from the local machine to test the format

D. Move forward, Auto-Detect formats the file properly

ANSWER: B

Explanation:

Verify the file format, specifically date formats that need to be set correctly. Auto-Detect Format is a useful starting point in the Data loading (file) activity because it analyzes the selected sample file and proposes structural settings, such as delimiters and the organization of columns. However, the detected configuration must be reviewed before the workflow is relied upon, particularly where values require an explicit interpretation. Date fields are especially important because Adobe Campaign must be given a format that matches the incoming file values so it can parse them consistently into dates rather than treating them as ambiguous text or interpreting day and month positions incorrectly. The practitioner should therefore inspect the detected file definition and confirm or adjust the relevant format settings for the new layout. This validation ensures that the sample file accurately represents the files the workflow will process and that downstream data loading and reconciliation use correctly typed values. Adobe's documentation for the Data loading (file) activity describes configuring the file format from a sample file and using the detected format as part of that setup. See Adobe Campaign Classic: Data loading (file) and Adobe Experience League: Data loading file activity.

QUESTION NO: 6

During development or testing, what are two ways a business practitioner can avoid leaving a workflow in a paused state? (Choose two.)

A. Right click on the workflow palette and choose "Purge History"

B. Add a Stop activity to the final transition of a workflow

C. Under Admin/Workflows, select "stop all workflows"

D. Click on the Stop icon on the workflow task bar

E. Add an End activity to the final transition of a workflow

ANSWER: B D

Explanation:

Adding a Stop activity to the final transition of a workflow is an effective design-time control because the workflow reaches an explicit stop point after its intended processing is complete. This is particularly useful while testing a partial workflow or a workflow that should not remain available for later resumption. The Stop activity ends execution at that point rather than leaving the workflow awaiting further processing.

Clicking on the Stop icon on the workflow task bar is the corresponding operational control for a workflow that is already running or paused. A practitioner can use the workflow toolbar to stop execution directly during development or test runs, ensuring the workflow is not retained in a paused state. These approaches cover both proactively building a defined stopping point into the workflow and manually stopping a workflow from its execution controls. Adobe documents the Stop activity as a general workflow activity and documents workflow execution monitoring and control in Campaign Classic: Stop activity documentation and workflow execution monitoring documentation.

QUESTION NO: 7

A workflow receives two recipient populations from separate source systems. Some recipient records occur in both populations and the business practitioner must ensure that each recipient continues through the workflow only once.

What are two valid configurations of a Deduplication activity? (Choose two.)

A. Define a field or expression used to identify duplicate records

B. Configure the rule used to retain one record from each duplicate group

C. Change the targeting dimension from Recipients to Deliveries

D. Create a new delivery log for each duplicate record

E. Configure a capacity threshold for the delivery

ANSWER: A B

Explanation:

The Deduplication activity can identify duplicate records by evaluating a selected field or an expression. For a recipient population, a practitioner can use a business key such as an email address, recipient identifier, or another value that reliably identifies the same person across inbound populations.

The activity also allows the practitioner to define the rule for retaining one record from each duplicate group. For example, it can retain the first record encountered or select a record according to a configured ordering rule. The resulting outbound transition contains one retained record for each duplicate key, preventing duplicate targeting in the downstream delivery. Adobe documents duplicate handling in the Deduplication activity documentation.