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Question 1

Question Type: MultipleChoice

For which reason does a fork activity produce an error?

Options:

- A- The fork has no inbound transition
- B- The fork's outbound transition are out of sequence
- C- The fork has an inbound transition that has zero results
- D- The fork's outbound transition has no connected activity

Answer:

D

Question 2

Question Type: MultipleChoice

A user is assigned to the administrator group (which has full access) and a developer access (which has restricted access). What is the result?

Options:

- A-** Based on administrator access, the user does NOT have any limitations
- B-** The user is unable to perform any tasks in the instance until the contradiction is fixed
- C-** An error is produced because this is NOT a compatible configuration
- D-** The user is limited to the rights granted to the Developer group

Answer:

A

Question 3

Question Type: MultipleChoice

A campaign business practitioner needs to build an A/B test email campaign for two different promotions. By the theme that generates the most website visits, which email metric indicates the winning promotion theme?

Options:

- A- Highest Click through rate
- B- Lowest unsubscribe rate
- C- Highest open rate
- D- Lowest activity rate

Answer:

A

Question 4

Question Type: MultipleChoice

Which best practice should a user take to move an improperly placed campaign into the correct program folder?

Options:

- A- Rename the improper program location to the appropriate program
- B- Recreate the campaign in correct program
- C- Select the correct program dropdown in the campaign edit tab
- D- Click and drag the campaign into the appropriate program

Answer:

C

Explanation:

CMP_Orchestrate_campaigns_Setting_up_marketing_campaigns.html

Question 5

Question Type: MultipleChoice

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?

Options:

A- 40%

B- 20%

C- 25%

D- 50%

Answer:

C

Question 6

Question Type: MultipleChoice

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?

Options:

- 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 7

Question Type: MultipleChoice

Campaigns with many deliveries are using multiple channels.

How should the Business Practitioner group these deliveries for reporting?

Options:

- 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 8

Question Type: MultipleChoice

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?

Options:

- 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 9

Question Type: MultipleChoice

A campaign workflow has been executed and has reached the Finished state.

Which two tasks must have occurred? (Choose two.)

Options:

- 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 10

Question Type: MultipleChoice

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.)

Options:

- 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 11

Question Type: MultipleChoice

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?

Options:

- 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

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