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QUESTION 1

What is the purpose of configuring a campaign with start and end date?

A. To ensure that the campaign works only between those dates

B. These dates are used for tracking purpose only

C. To sequence campaign delivery

D. To ensure that dates show on campaign calendar

Correct Answer: C

QUESTION 2

The number of records out of union is less than intended. Which conclusion should be made?

A. The target is dropping inactive records.

B. The target schemas are NOT the same.

C. The target is dropping exclusions.

D. The target populations are NOT mutually exclusive.

Correct Answer: D

QUESTION 3

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

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

Correct Answer: A

QUESTION 4

Which is mandatory when creating a new campaign?

A. Label

B. Start date

C. Plan

D. Channel

Correct Answer: A

Reference: https://docs.campaign.adobe.com/doc/AC/en/
CMP_Orchestrate_campaigns_Setting_up_marketing_campaigns.html

QUESTION 5

A query returns 0 records for a specific date. What is the most efficient method to determine what dates exist in the table?

A. Use SQL, query the database or open the files being imported

B. Use a split process to parse out dates

C. Click on the "Distribution of values" button in the query.

D. Go to the schema to view the data

Correct Answer: A

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