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Adobe Campaign Classic Business Practitioner - Certified Expert Sample Questions (Q25-Q30):

NEW QUESTION # 25

A business practitioner needs to perform an A/B test, sending test variant A to 10% and test variant B to 10%, after a period of 2 hours. The campaign workflow should automatically assess the higher-performing delivery based on the best open and clickthrough ratio and deploy the winning variant to the remaining 80% of the target recipient population.

What is the most appropriate delivery indicator to use to ensure the winning delivery is selected?

- A. indicators/@recipientClickRatio
- B. indicators/@reactivity
- C. indicators/@amount
- D. indicators/@estimatedRecipientOpenRatio

Answer: D

Explanation:

Explanation

The most appropriate delivery indicator to use to ensure the winning delivery is selected is C.

indicators/@estimatedRecipientOpenRatio1.

The campaign workflow should automatically assess the higher-performing delivery based on the best open and clickthrough ratio and deploy the winning variant to the remaining 80% of the target recipient population.

The most appropriate delivery indicator to use to ensure the winning delivery is selected is the estimated recipient open ratio. This is because the open ratio is a measure of the number of recipients who opened the email divided by the number of emails delivered. The higher the open ratio, the more effective the email campaign2.

<https://getcircut.com/teams/blog/delivery-performance-kpi>

NEW QUESTION # 26

A business practitioner needs to identify the total number of complaints for a given delivery by domain.

What out-of-the-box report would provide this information?

- A. Tracking indicators
- B. Non-deliverables and bounces
- C. Hot clicks
- D. URLs and click streams

Answer: B

Explanation:

Explanation

According to the web sources123, Adobe Campaign provides several out-of-the-box reports that can help analyze and represent data for different purposes. Some of these reports are:

* URLs and click streams: This report shows the number of clicks on each URL contained in a delivery, as well as the click stream for each recipient.

* Tracking indicators: This report shows the main tracking indicators for a delivery, such as opens,

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ATD The Certified Professional in Talent Development Sample Questions (Q136-Q141):

NEW QUESTION # 136

Two manufacturing companies in different cities-Company A and Company B-have recently undergone a merger but will continue operating separately for the immediate future. Company B did not have a talent development (TD) department, so the TD professional who reported to the chief executive officer (CEO) of Company A before the merger will now report to the CEOs of both companies. The TD professional is asked by the CEO of Company A to put together a team-building program to get the employees from both companies to work well together.

The TD professional has a meeting with the CEO of Company B, who believes the training should be postponed for at least six months so the two groups of employees can operate autonomously as if the merger had not happened.

What should the TD professional do?

- A. Research other companies that have gone through successful mergers for best practices.
- B. Follow the original instructions from the CEO of Company A.
- C. **Call a meeting with both CEOs to create a mutually acceptable path forward.**
- D. Hold team-building activities with employees from each company separately, following the advice of Company B's CEO.

Answer: C

NEW QUESTION # 137

An operations director for a retail call center asks a talent development (TD) manager to analyze the recent rise in incorrect orders, which are up 40% in the past month.

Which action(s) should the TD manager take to determine the root cause(s)?

- A. **Identify and interview employees who are making mistakes.**
- B. Request a report on recent online retail trends.
- C. Conduct employee focus groups.
- D. **Analyze recent staffing.**
- E. **Review recent organizational changes.**
- F. Create a plan for retraining employees.
- G. **Analyze data regarding recent orders.**

Answer: A,D,E,G

NEW QUESTION # 138

Which approach would be most effective for managers to improve feedback conversations with their direct reports?

- A. Always deliver feedback in a private setting
- B. **Adapt feedback to the individual's needs**
- C. Homogenize feedback as much as possible
- D. Schedule time daily for feedback sessions

Answer: B

Explanation:

Coaching and Feedback Best Practices from the ATD Handbook recommend that "effective feedback must be customized to the individual's communication preferences and motivational needs to be most effective".

Rigid feedback approaches reduce engagement.

Reference: ATD Handbook for Training and Talent Development (2022), Feedback Skills.

NEW QUESTION # 139

Which is the most beneficial action a manager can take to impact an employee's career development?

- A. Offer the employee a mentorship opportunity.
- B. Offer the employee a promotion to a higher level.
- C. Help the employee create a personal development plan
- D. Help the employee improve self-awareness.

Answer: C

NEW QUESTION # 140

When linking training design to training objectives that support Level 3 evaluation, what should the training objectives reflect?

- A. Return on investment (ROI)
- B. Learning transfer
- C. Learners' reactions
- D. Knowledge acquisition

Answer: B

Explanation:

Kirkpatrick's Four Levels explain that Level 3 (Behavior) evaluates whether learners transfer what they learned into their job behavior. Thus, objectives must focus on real-world application, not just knowledge retention.

Reference: Kirkpatrick's Four Levels of Training Evaluation (2016).

NEW QUESTION # 141

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