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Exam : **9A0-395**

Title : Adobe Campaign Business
Practitioner

Vendor : Adobe

Version : DEMO

NO.1 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 an approver in the Recipient table via the Target mapping directly.
- B. 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.
- C. 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.
- D. Create three different deliveries for each of the gender segments and define the same approver for each delivery.

Answer: C

NO.2 Which of the following buttons from the Layers Panel is used to create a mask that reveals the selection?

- A. Add Layer Mask
- B. Create a New Group
- C. Create a New Layer
- D. Add a Layer Style

Answer: A

NO.3 In an email delivery, the Business Practitioner uses conditioned content in the creative that varies by recipient segment.

Which three methods allow the Business Practitioner to send proofs that can be set up to cover all variations in the content? (Choose three.)

- A. Proof with Substitution of address with a fixed profile
- B. Proof with Substitution of address with a random profile
- C. Proof with defined proof target
- D. Proof with Seed address

Answer: B,C,D

NO.4 Which of the following video transitions fades the first clip out as the second clip fades in?

- A. Cross Fade
- B. Fade
- C. Fade With White
- D. Fade With Black

Answer: A

NO.5 On a Friday, A Practitioner decides to send Deliveries on Monday at 8 AM. The deliveries must have the most up-to-date target.

What should the Practitioner configure before starting the campaign workflow?

- A. contact date
- B. scheduler
- C. extraction date

D. approval

Answer: A

NO.6 Which of the following changes can be made to a type layer but the type will NOT be editable anymore?

Each correct answer represents a complete solution. Choose two.

A. Distort

B. Anti-aliasing

C. Orientation

D. Perspective

Answer: A,D

NO.7 Which of the following options from the Select menu is used to increase the size of an existing selection?

A. Reselect

B. Contract

C. Expand

D. Deselect

Answer: C