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Adobe Campaign Business Practitioner

Adobe AD0-300

Version Demo

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QUESTION NO: 1

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

- 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:

Reference: <https://docs.campaign.adobe.com/doc/AC/en/>

PTF_Administration_basics_Access_management.html

QUESTION NO: 2

What three file formats are available when exporting data via a data extraction from adobe campaign? (Choose three.)

- A. PDF
- B. CSV
- C. XLS
- D. XML
- E. TXT
- F. DOC

ANSWER: B D E

Explanation:

Reference: <https://docs.adobe.com/content/help/en/campaign-standard/using/managingprocesses-and-data/data-management-activities/extract-file.html>

QUESTION NO: 3

How should a campaign business practitioner test that dynamic content in delivery displays properly?

- A. Configure the delivery to enable a content control group
- B. Configure the delivery to enable content approval
- C. Configure the delivery content to include seeds
- D. Configure the delivery to send a proof of each content version

ANSWER: D

QUESTION NO: 4

The sent count is less than the upstream population. What are two reasons for this result? (Choose two.)

- A. The upstream population did NOT include seeds.
- B. Some pressure typologies were applied.
- C. Some recipients were Quarantined.
- D. The upstream population was too large.

ANSWER: B D

QUESTION NO: 5

What are the three functions of the delivery audit in Adobe campaign? (Choose three.)

- A. To show a preview of the delivery before sending
- B. To show the analysis performed on a delivery prior to sending
- C. To show the approvals given for delivery
- D. To show a breakdown of exclusions for the delivery

ANSWER: B C D

QUESTION NO: 6

What are the three reasons why a campaign manager would reference a deliver audit? (Choose three.)

- A. The manager could find out if the delivery is blocked on a particular operating system
- B. The manager could see if typology rules were applied

- C. The manager could find out how many recipients were excluded
- D. The manager could see how long the delivery is taking to process

ANSWER: A C D

Explanation:

Reference: <https://docs.campaign.adobe.com/doc/AC/en/>

CMP_Orchestrate_campaigns_Setting_up_marketing_campaigns.html

QUESTION NO: 7

In which scenario will a business practitioner save time when using a campaign template?

- A. When using unique workflow logic
- B. When using same workflow logic
- C. When sending the same email delivery
- D. When contacting the same address

ANSWER: B

QUESTION NO: 8

A campaign Business Practitioner is provided a text file of mobile phone types and their associated recipient email addresses. How should the campaign Business Practitioner build the workflow to begin to use the mobile phone type attribute in a targeting workflow?

- A. An update data activity to import the txt file into workflow and a query activity to select all mobile phone types
- B. A query activity to import the text file and an intersection activity to find matches between recipients and the text file
- C. A data loading activity to import the text file into the workflows and enrichment activity to link recipient email address to email address in the text file
- D. A read list activity to import the text file into the workflow and a split activity to segment the mobile phone type

ANSWER: A

QUESTION NO: 9

How would you ensure a delivery is NOT sent to multiple recipients with the same email address?

- A. Place a deduplication activity prior to the delivery
- B. Place a union activity prior to the delivery
- C. Place a change dimension activity prior to the delivery
- D. Place a split activity prior to the delivery

ANSWER: A

Explanation:

Reference: <https://helpx.adobe.com/campaign/standard/automating/using/deduplication.html>

QUESTION NO: 10

In which three execution status states can a campaign business practitioner start a workflow?

(Choose three.)

- A. Finished
- B. Being Edited
- C. Paused
- D. Error

ANSWER: A B C

Explanation:

Reference: [https://docs.campaign.adobe.com/doc/AC/en/](https://docs.campaign.adobe.com/doc/AC/en/WKF__General_operation_Executing_a_workflow.html)

[WKF__General_operation_Executing_a_workflow.html](https://docs.campaign.adobe.com/doc/AC/en/WKF__General_operation_Executing_a_workflow.html)