

AD0-300^{Q&As}

Adobe Campaign Business Practitioner

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QUESTION 1

Why should a campaign business practitioner add a compliment to a split?

- A. To analyze the order of the split selection
- B. To analyze records remaining from the split
- C. To analyze rejected records
- D. To analyze content selected in the split

Correct Answer: B

QUESTION 2

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

Correct Answer: ACD

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

QUESTION 3

A campaign is sent past the end date. What is the result?

- A. The campaign does not execute past the end date
- B. The campaign sends as usual
- C. The campaign prompts for an update end date.
- D. The campaign continues to send with outdated data.

Correct Answer: C

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

Which is most likely situation in which a campaign business practitioner should create a new plan?

- A. At the start of a seasonal campaign
- B. When a new user must be added
- C. At the start of a calendar year
- D. When a report must be generated

Correct Answer: A

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