

AD0-300^{Q&As}

Adobe Campaign Business Practitioner

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QUESTION 1

A campaign business practitioner needs to build an A/B test email campaign for two different promotions. By the theme that generates the most website visits.

Which email metric indicates the winning promotion theme?

- A. Highest Click through rate
- B. Lowest unsubsubscribe rate
- C. Highest open rate
- D. Lowest activity rate

Correct Answer: A

QUESTION 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

Correct Answer: BDE

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

QUESTION 3

What is the value for status and state of the edit options in a Recipient Delivery logs when a campaign reaches the schedule end date?

- A. Finished and can no longer be edited
- B. Finished but can still be edited
- C. Completed and can no longer be edited

D. Completed but can still be edited

Correct Answer: D

QUESTION 4

What is the result when a user tries to create two lists with the same label?

- A. The system renames the new list automatically
- B. The system allows the existing list with the new list data
- C. The system allows the new list to be created as
- D. The system notifies the user to change the name of the new list

Correct Answer: D

QUESTION 5

A workflow including a scheduler with a recurring frequency contains a regular delivery step. What is the result?

- A. The delivery executes once and errors on the second send.
- B. The delivery executes once and enters a finished state.
- C. The delivery throws a warning message and executes as scheduled for first and second send.
- D. The delivery is sent as scheduled for the first and second send.

Correct Answer: D

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