

AD0-300^{Q&As}

Adobe Campaign Business Practitioner

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QUESTION 1

A marketer requests a report for open/clicks for a delivery over the past week. Which report is most appropriate to obtain the information?

- A. Hypothesis report
- B. Tracking statistic
- C. Non-delivery and bounces
- D. Summary of the delivery

Correct Answer: B

Reference: https://docs.campaign.adobe.com/doc/AC/en/RPT_Accessing_built_in_reports_Reports_on_deliveries.html#Tracking_statistics

QUESTION 2

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.

Correct Answer: BD

QUESTION 3

What is the purpose of configuring a campaign with start and end date?

- A. To ensure that the campaign works only between those dates
- B. These dates are used for tracking purpose only
- C. To sequence campaign delivery
- D. To ensure that dates show on campaign calendar

Correct Answer: C

QUESTION 4

A business practitioner is testing two lists to determine which one responds best to a new email subject line. What email

metric should be used to determine the best list?

- A. The list's open rate for the email
- B. The list's delivery rate for the email
- C. The list's unsubscribe rate for the email
- D. The list's forward rate for the email

Correct Answer: A

QUESTION 5

A query returns 0 records for a specific date. What is the most efficient method to determine what dates exist in the table?

- A. Use SQL, query the database or open the files being imported
- B. Use a split process to parse out dates
- C. Click on the "Distribution of values" button in the query.
- D. Go to the schema to view the data

Correct Answer: A

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