

AD0-300^{Q&As}

Adobe Campaign Business Practitioner

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QUESTION 1

More than one person in an approval operator group responds to an approval activity that requires a single response. What is the result?

- A. The workflow errors if people in the operator group give different responses.
- B. The workflow resumes after the first person in the operator group responds.
- C. The workflow errors if more than one person from the operator group responds.
- D. The workflow pauses until all members of the operator group responds.

Correct Answer: B

QUESTION 2

A campaign requires multiple audience segment for the same delivery what must be included in the campaign?

- A. The campaign must contain a split
- B. The campaign must have multiple workflows
- C. The campaign must contain seeds
- D. The campaign must contain multiple deliveries

Correct Answer: D

QUESTION 3

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 4

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 5

Which workflow activity should be used to export data?

- A. Data download
- B. List update
- C. Update data
- D. Data extraction

Correct Answer: D

Reference: <https://helpx.adobe.com/campaign/standard/automating/using/extract-file.html>

QUESTION 6

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 7

How should a campaign business practitioner find the delivery summary of the campaign?

- A. Click on the report link on the campaign dashboard

- B. Click on the document link on the campaign's edit tab
- C. Click on the report link on the delivery dashboard
- D. Click on the delivery tracking log link

Correct Answer: C

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

QUESTION 8

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

QUESTION 9

How would you send a proof to the "Holiday Marketing Team" list for approvals?

- A. Select the email addressed from the recipient table
- B. You can not send the proof to the lists
- C. Select the list from the send a Proof menu
- D. Enter the email addressed into the "To:" line

Correct Answer: A

QUESTION 10

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

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