Vendor: Adobe

Exam Code:AD0-300

Exam Name: Adobe Campaign Business Practitioner

Version: Demo

QUESTION 1

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

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QUESTION 2

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_builtin_reports_Reports_on_deliveries.html#T
racking_statistics

QUESTION 3

A new sample file is needed for a data loading process with a new layout. You have clicked auto detect format. What step you should take?

A. Load a file from your local machine to test the format

B. Verify the file format, specifically date formats that need to be set correctly

C. You can move forward, auto detect formats the file properly

D. You should create a new data loading process and leave the original intact for future use

Correct Answer: B

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 bets 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

The number of records out of union is less than intended. Which conclusion should be made?

A. The target is dropping inactive records.

B. The target schemas are NOT the same.

C. The target is dropping exclusions.

D. The target populations are NOT mutually exclusive.

Correct Answer: D

QUESTION 6

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 7

During an investigation, a business practitioner modifies workflows properties to keep the results of interim populations between two executions. What is the purpose of this step? (Choose two.)

A. To export data that is passed between two activities in the workflow

B. To configure the schema of the data that is passed between two activities in the workflow

C. To modify the data that is being passed between two activities in the workflow

D. To add filtering criteria to data that is being passed between two activities in the workflow

E. To save data created with each run of the workflow to a list

Correct Answer: DE

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

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QUESTION 8

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

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QUESTION 9

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

QUESTION 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

Correct Answer: ABC

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

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QUESTION 11

Campaign requirements state that a random selection of 20% of recipients be withheld from the targeting population to receive a different creative treatment in another campaign. How should the business practitioner configure the workflow?

A. Use the workflow properties to configure the random sample and it will be posted to the folder

B. Use a query activity to select the random selection and a list update activity to house the sample

C. Use a split activity to select the random sample and a list update activity to house the sample

D. Use a delivery activity to select the random sample and it will be posted the delivery logs

Correct Answer: B

QUESTION 12

For which reason does a fork activity produce an error?

A. The fork has no inbound transition

B. The fork\\'s outbound transition are out of sequence

C. The fork has an inbound transition that has zero results

D. The fork\\'s outbound transition has no connected activity

Correct Answer: D