



AD0-300^{Q&As}

Adobe Campaign Business Practitioner

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QUESTION 1

A campaign Business Practitioner is provided a text file of mobile phone types and their associated recipient email addresses. How should the campaign Business Practitioner build the workflow to begin to use the mobile phone type attribute in a targeting workflow?

- A. An update data activity to import the txt file into workflow and a query activity to select all mobile phone types
- B. A query activity to import the text file and an intersection activity to find matches between recipients and the text file
- C. A data loading activity to import the text file into the workflows and enrichment activity to link recipient email address to email address in the text file
- D. A read list activity to import the text file into the workflow and a split activity to segment the mobile phone type

Correct Answer: A

QUESTION 2

How is recurring delivery similar to a continuous delivery?

- A. Both deliveries append record to the delivery log
- B. Both deliveries can be sent multiple times
- C. Both deliveries can be modified in the delivery step
- D. Both deliveries create new delivery logs

Correct Answer: C

QUESTION 3

What are the three functions of the delivery audit in Adobe campaign? (Choose three.)

- A. To show a preview of the delivery before sending
- B. To show the analysis performed on a delivery prior to sending
- C. To show the approvals given for delivery
- D. To show a breakdown of exclusions for the delivery

Correct Answer: BCD

QUESTION 4

In which scenario will a business practitioner save time when using a campaign template?

- A. When using unique workflow logic



- B. When using same workflow logic
- C. When sending the same email delivery
- D. When contacting the same address

Correct Answer: B

QUESTION 5

What is the required to create a predefined filter?

- A. Input form
- B. Rights on a folder of type filter
- C. Navigation hierarchy
- D. Validity period

Correct Answer: B

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