



# AD0-300<sup>Q&As</sup>

Adobe Campaign Business Practitioner

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### QUESTION 1

An additional workflow is needed for a campaign. Which step should a campaign business practitioner take to meet this requirement?

- A. Click the add new workflow icon from the targeting and workflow tabs
- B. Add to the existing workflow instead of creating another workflow
- C. Add additional workflows as a technical workflow and add a note to the campaign on where to find them
- D. Create a new campaign because more than one workflow cannot be added

Correct Answer: A

Reference: [https://docs.campaign.adobe.com/doc/AC/en/CMP\\_Orchestrate\\_campaigns\\_Setting\\_up\\_marketing\\_campaigns.html](https://docs.campaign.adobe.com/doc/AC/en/CMP_Orchestrate_campaigns_Setting_up_marketing_campaigns.html)

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### QUESTION 2

How should a campaign business practitioner send a proof to a seed list?

- A. Proof's are sent automatically to seed lists before a delivery is sent
- B. Select the appropriate target in the send proof menu
- C. A proof cannot be sent to the seed list, only the actual delivery
- D. Enter a seed list address in the "To:" text box

Correct Answer: B

Reference: [https://docs.campaign.adobe.com/doc/AC/en/DLV\\_Using\\_seed\\_addresses\\_About\\_seed\\_addresses.html](https://docs.campaign.adobe.com/doc/AC/en/DLV_Using_seed_addresses_About_seed_addresses.html)

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### QUESTION 3

How would you ensure a delivery is NOT sent to multiple recipients with the same email address?

- A. Place a deduplication activity prior to the delivery
- B. Place a union activity prior to the delivery
- C. Place a change dimension activity prior to the delivery
- D. Place a split activity prior to the delivery

Correct Answer: A

Reference: <https://helpx.adobe.com/campaign/standard/automating/using/deduplication.html>

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#### QUESTION 4

What type of workflow should be used to update the recipient schema from a weekly text file of mailing address changes?

- A. A technical workflow
- B. A data workflow
- C. A campaign workflow
- D. A targeting workflow

Correct Answer: A

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#### QUESTION 5

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

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