



AD0-300^{Q&As}

Adobe Campaign Business Practitioner

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QUESTION 1

A workflow starts and delivery is set to "enable but do not execute" what is the result?

- A. The workflow stays in a pending start status
- B. The workflow throws an error message upon reaching the delivery
- C. The workflows enters a finished state upon reaching the delivery
- D. The workflows enters a paused state upon reaching the delivery

Correct Answer: D

Reference: <https://docs.adobe.com/content/help/en/campaign-standard/using/managing-processes-anddata/workflow-general-operation/executing-a-workflow.html>

QUESTION 2

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 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



A workflow log indicates an incompatible document type error on a union activity. What should a campaign business practitioner verify the union activity inputs are based on?

- A. The union activity's inputs are based on the same target mapping
- B. The union activity's inputs are based on the same filtering dimension
- C. The union activity's inputs are based on the same targeting dimension
- D. The union activity's inputs are based on the same global dictionary

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>

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