



AD0-300^{Q&As}

Adobe Campaign Business Practitioner

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QUESTION 1

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

QUESTION 2

A campaign business practitioner refers to the URLs and clicks streams report after executing the delivery. Which breakdown can the campaign business practitioner view?

- A. Links that were clicked
- B. Operating system
- C. Clicks by day of week
- D. Delivery success and failures

Correct Answer: C

Reference: https://docs.campaign.adobe.com/doc/AC/en/RPT_Accessing_built-in_reports_Reports_on_deliveries.html

QUESTION 3

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 4

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

QUESTION 5

A campaign business practitioner is monitoring a delivery during its analysis. The campaign business practitioner notes that the audit has indicated two items with a warning. What happens with the delivery because of the warning?

- A. The delivery generates an error and does NOT deploy
- B. The delivery generates an error and at the end of the analysis but deploys the email
- C. The delivery deploys the email
- D. The delivery generates an error but does NOT deploy

Correct Answer: C

QUESTION 6

Which is mandatory when creating a new campaign?

- A. Label
- B. Start date
- C. Plan
- D. Channel

Correct Answer: A

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

QUESTION 7



A campaign is sent past the end date. What is the result?

- A. The campaign does not execute past the end date
- B. The campaign sends as usual
- C. The campaign prompts for an update end date.
- D. The campaign continues to send with outdated data.

Correct Answer: C

QUESTION 8

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 9

Explain why changes to deliveries need to be made in the template and NOT the delivery activity?

- A. The next time the delivery template is pulled into the campaign it will throw an error message
- B. The next time the delivery template is pulled into the campaign, it will NOT reflect the most recent changes made
- C. The next time the delivery template is pulled into the campaign it will prompt for the confirmation of the HTML
- D. The next time the delivery template is pulled into the campaign it will prompt for the confirmation of changes

Correct Answer: B

QUESTION 10

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

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