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AD0-300

Adobe Campaign Business Practitioner



Version 1.0

Exam A

QUESTION 1

A campaign business practitioner needs to build an A/B test email campaign for two different promotions. By the theme that generates the most website visits. Which email metric indicates the winning promotion theme?

- A. Highest Click through rate
- B. Lowest unsubsubscribe rate
- C. Highest open rate
- D. Lowest activity rate

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

QUESTION 2

Which best practice should a user take to move an improperly placed campaign into the correct program folder?

- A. Rename the improper program location to the appropriate program
- B. Recreate the campaign in correct program
- C. Select the correct program dropdown in the campaign edit tab
- D. Click and drag the campaign into the appropriate program

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

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

QUESTION 3

A user is assigned to the administrator group (which has full access) and a developer access (which has restricted access). What is the result?

- A. Based on administrator access, the user does NOT have any limitations
- B. The user is unable to perform any tasks in the instance until the contradiction is fixed
- C. An error is produced because this is NOT a compatible configuration
- D. The user is limited to the rights granted to the Developer group

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

QUESTION 4

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

Section: (none)

Explanation

Explanation/Reference:

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

QUESTION 5 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

Section: (none)

Explanation

Explanation/Reference:

QUESTION 6 What three file formats are available when exporting data via a data extraction from adobe campaign?
(Choose three.)

- A. PDF
- B. CSV
- C. XLS
- D. XML
- E. TXT
- F. DOC

Correct Answer: BDE

Section: (none)

Explanation

Explanation/Reference:

Reference: <https://docs.adobe.com/content/help/en/campaign-standard/using/managing-processes-and-data/data-management-activities/extract-file.html>

QUESTION 7 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

Section: (none)

Explanation

Explanation/Reference:

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

QUESTION 8 What should a campaign business practitioner add to a workflow that needs an additional data appended to target population?

- A. Add a list update to the workflow
- B. Add a data import step to the workflow

- C. Add an enrichment to the workflow
- D. Add an intersection to the workflow

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

Reference: https://docs.campaign.adobe.com/doc/AC/en/WKF_Repository_of_activities_Targeting_activities.html#Adding_data

QUESTION 9 A workflow supervisors group is assigned to a workflow. In which instance is the workflow supervisors group notified?

- A. When a workflow deploys
- B. When a workflow has thrown an error
- C. When a workflow is taking a long time to run
- D. When a delivery has changed

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

Reference: <https://helpx.adobe.com/campaign/standard/automating/using/executing-a-workflow.html>

QUESTION 10 Which is mandatory when creating a new campaign?

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



Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

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

QUESTION 11

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 best 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

Section: (none)

Explanation

Explanation/Reference:

QUESTION 12 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

Section: (none)

Explanation

Explanation/Reference:

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

QUESTION 13 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

Section: (none)

Explanation

Explanation/Reference:

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

QUESTION 14 Which is most likely situation in which a campaign business practitioner should create a new plan?

- A. At the start of a seasonal campaign
- B. When a new user must be added
- C. At the start of a calendar year
- D. When a report must be generated



Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

QUESTION 15 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

Section: (none)

Explanation

Explanation/Reference:

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

QUESTION 16

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

Section: (none)

Explanation

Explanation/Reference:

QUESTION 17

What is the value for status and state of the edit options in a Recipient Delivery logs when a campaign reaches the schedule end date?

- A. Finished and can no longer be edited
- B. Finished but can still be edited
- C. Completed and can no longer be edited
- D. Completed but can still be edited

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

QUESTION 18

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

Section: (none)

Explanation

Explanation/Reference:

QUESTION 19

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

Section: (none)

Explanation

Explanation/Reference:

QUESTION 20

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 workflow enters a finished state upon reaching the delivery
- D. The workflow enters a paused state upon reaching the delivery

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

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

QUESTION 21

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

Section: (none)

Explanation

Explanation/Reference:

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

QUESTION 22 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

Section: (none)

Explanation

Explanation/Reference:

QUESTION 23 When utilizing the updated list process, a campaign business practitioner make sure to append additional records to a list if it exists?

- A. Only create new lists and avoid updating an existing list
- B. Uncheck the option to purge the list if it exists
- C. Specify the name explicitly in the options
- D. Store the list on an external database

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

QUESTION 24

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

Section: (none)

Explanation

Explanation/Reference:

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

QUESTION 25 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

Section: (none)

Explanation

Explanation/Reference:

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

QUESTION 26

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

Section: (none)

Explanation

Explanation/Reference:

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

QUESTION 27 Why should a campaign business practitioner add a compliment to a split?

- A. To analyze the order of the split selection
- B. To analyze records remaining from the split
- C. To analyze rejected records
- D. To analyze content selected in the split

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

QUESTION 28 How should a campaign business practitioner test that dynamic content in delivery displays properly?

- A. Configure the delivery to enable a content control group
- B. Configure the delivery to enable content approval
- C. Configure the delivery content to include seeds
- D. Configure the delivery to send a proof of each content version

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

QUESTION 29 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

Section: (none)

Explanation

Explanation/Reference:

QUESTION 30 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

Section: (none)

Explanation

Explanation/Reference:

QUESTION 31 The sent count is less than the upstream population. What are two reasons for this result? (Choose two.)

- A. The upstream population did NOT include seeds.
- B. Some pressure typologies were applied.
- C. Some recipients were Quarantined.
- D. The upstream population was too large.

Correct Answer: BD



Section: (none)

Explanation

Explanation/Reference:

QUESTION 32

Which three tasks could a campaign business practitioner do to view a personalized version of a delivery? (Choose three.)

- A. Utilize the test personalization option
- B. Send a proof of the delivery
- C. Analyze the delivery after creating it
- D. Send the email to seed a list to compare

Correct Answer: ABC

Section: (none)

Explanation

Explanation/Reference:

QUESTION 33 Which workflow activity should be used to export data?

- A. Data download
- B. List update
- C. Update data
- D. Data extraction

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

Reference: <https://helpx.adobe.com/campaign/standard/automating/using/extract-file.html>

QUESTION 34

Workflow A runs before Workflow B. Workflow A populates a staging table that workflow B uses to load each day. Workflow B frequency fails because Workflow A is still creating the writing to the table. What is the best way for a campaign business practitioner to solve this error?

- A. Adjust the scheduled run to ensure there is no overlap
- B. Combine the two workflows together
- C. Use JavaScript to call a Signal in Workflows B instead of a time-based schedule
- D. Remove the staging table because there is no need for temp storage

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

QUESTION 35

A workflow including a scheduler with a recurring frequency contains a regular delivery step. What is the result?

- A. The delivery executes once and errors on the second send.
- B. The delivery executes once and enters a finished state.
- C. The delivery throws a warning message and executes as scheduled for first and second send.
- D. The delivery is sent as scheduled for the first and second send.

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

QUESTION 36 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

Section: (none)

Explanation

Explanation/Reference:

QUESTION 37 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

Section: (none)

Explanation

Explanation/Reference:

QUESTION 38 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

Section: (none)

Explanation

Explanation/Reference:

QUESTION 39

What is the purpose of configuring a campaign with start and end date?

- A. To ensure that the campaign works only between those dates
- B. These dates are used for tracking purpose only
- C. To sequence campaign delivery
- D. To ensure that dates show on campaign calendar



Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

QUESTION 40

Workflow instructions are identical to a previous workflow except the dates. What course of action should a Campaign Business Practitioner take?

- A. Use a copy of the previous workflow in a campaign and change the values
- B. Create a new workflow from scratch in a new campaign
- C. Run the previous workflow from the previous campaign and change the date
- D. Contact the request to confirm the information is accurate.

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

QUESTION 41 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 HTMLD. The next time the delivery template is pulled into the campaign it will prompt for the confirmation of changes

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

QUESTION 42 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 happen 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

Section: (none)

Explanation

Explanation/Reference:

QUESTION 43

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

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

QUESTION 44

What are the three possible consequences of choosing and deploying an incorrect campaign template? (Choose three.)

- A. The campaign template workflow could query incorrect individuals
- B. The campaign template workflow could send out the wrong type of delivery
- C. The campaign template could cause problems with reporting
- D. The campaign template could send to individual without a delivery selected

Correct Answer: ABD

Section: (none)

Explanation

Explanation/Reference:

QUESTION 45 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

Section: (none)

Explanation

Explanation/Reference:

QUESTION 46 What is the benefit of using the direct mail delivery step instead of a data extraction step?

- A. The delivery step allows for personalization
- B. The delivery step logs data to contact history
- C. The delivery step sends the file to the configured vendor.
- D. The delivery step allows for a preview of the direct mail piece.

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

QUESTION 47 What is the result when a user tries to create two lists with the same label?

- A. The system renames the new list automatically
- B. The system allows the existing list with the new list data
- C. The system allows the new list to be created as
- D. The system notifies the user to change the name of the new list



Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

QUESTION 48

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

Section: (none)

Explanation

Explanation/Reference:

QUESTION 49 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

Section: (none)

Explanation

Explanation/Reference:

QUESTION 50

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

Section: (none)

Explanation

Explanation/Reference:

QUESTION 51 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

Section: (none)

Explanation

Explanation/Reference:

QUESTION 52

During a testing phase, a Campaign Business Practitioner needs to send the test emails to a personal email addresses to see how they look in the inbox. The Campaign Business Practitioner is NOT in the recipient table. How should the Campaign Business Practitioner? Perform this task?

- A. Pick any email address and use the preview to see what it looks like
- B. Go through the standard process for adding recipients
- C. Type the address into the “To:” section
- D. Add the email to a seed list

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference: