



AD0-300^{Q&As}

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

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

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



QUESTION 4

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 5

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

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