



AD0-300^{Q&As}

Adobe Campaign Business Practitioner

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QUESTION 1

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

QUESTION 2

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

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

QUESTION 3

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 4



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

QUESTION 5

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

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