AD0-300^Q&As

Adobe Campaign Business Practitioner

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QUESTION 1

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

QUESTION 2

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 3

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

QUESTION 4

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

QUESTION 5

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

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