



# AD0-300<sup>Q&As</sup>

Adobe Campaign Business Practitioner

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#### QUESTION 1

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

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#### QUESTION 2

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

Reference: [https://docs.campaign.adobe.com/doc/AC/en/CMP\\_Orchestrate\\_campaigns\\_Setting\\_up\\_marketing\\_campaigns.html](https://docs.campaign.adobe.com/doc/AC/en/CMP_Orchestrate_campaigns_Setting_up_marketing_campaigns.html)

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#### QUESTION 3

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

Reference: [https://docs.campaign.adobe.com/doc/AC/en/PTF\\_Administration\\_basics\\_Access\\_management.html](https://docs.campaign.adobe.com/doc/AC/en/PTF_Administration_basics_Access_management.html)

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#### QUESTION 4



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- D. The campaign continues to send with outdated data.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

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#### QUESTION 5

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

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