



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

Adobe Campaign Business Practitioner

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### QUESTION 1

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

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### QUESTION 2

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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### QUESTION 3

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

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### QUESTION 4



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

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#### QUESTION 5

Which workflow activity should be used to export data?

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

Correct Answer: D

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

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