



AD0-300^{Q&As}

Adobe Campaign Business Practitioner

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QUESTION 1

How would you ensure a delivery is NOT sent to multiple recipients with the same email address?

- A. Place a deduplication activity prior to the delivery
- B. Place a union activity prior to the delivery
- C. Place a change dimension activity prior to the delivery
- D. Place a split activity prior to the delivery

Correct Answer: A

Reference: <https://helpx.adobe.com/campaign/standard/automating/using/deduplication.html>

QUESTION 2

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

QUESTION 3

What should a campaign business practitioner add to a workflow that needs an additional data appended to target population?

- A. Add a list update to the workflow
- B. Add a data import step to the workflow
- C. Add an enrichment to the workflow
- D. Add an intersection to the workflow

Correct Answer: B

Reference: https://docs.campaign.adobe.com/doc/AC/en/WKF_Repository_of_activities_Targeting_activities.html#Adding_data



QUESTION 4

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

QUESTION 5

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

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