



AD0-300^{Q&As}

Adobe Campaign Business Practitioner

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QUESTION 1

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 2

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

QUESTION 3

A new sample file is needed for a data loading process with a new layout. You have clicked auto detect format. What step you should take?

- A. Load a file from your local machine to test the format
- B. Verify the file format, specifically date formats that need to be set correctly
- C. You can move forward, auto detect formats the file properly
- D. You should create a new data loading process and leave the original intact for future use

Correct Answer: B

QUESTION 4



What is the benefit of using the direct mail delivery step instead of a data extraction step?

- A. The delivery step allows for personalization
- B. The delivery step logs data to contact history
- C. The delivery step sends the file to the configured vendor.
- D. The delivery step allows for a preview of the direct mail piece.

Correct Answer: C

QUESTION 5

How should a campaign business practitioner test that dynamic content in delivery displays properly?

- A. Configure the delivery to enable a content control group
- B. Configure the delivery to enable content approval
- C. Configure the delivery content to include seeds
- D. Configure the delivery to send a proof of each content version

Correct Answer: D

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