



AD0-300^{Q&As}

Adobe Campaign Business Practitioner

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QUESTION 1

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

QUESTION 2

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

QUESTION 3

In which three execution status states can a campaign business practitioner start a workflow? (Choose three.)

- A. Finished
- B. Being Edited
- C. Paused
- D. Error

Correct Answer: ABC

Reference: https://docs.campaign.adobe.com/doc/AC/en/WKF__General_operation_Executing_a_workflow.html

QUESTION 4

A marketer requests a report for open/clicks for a delivery over the past week. Which report is most appropriate to



obtain the information?

- A. Hypothesis report
- B. Tracking statistic
- C. Non-delivery and bounces
- D. Summary of the delivery

Correct Answer: B

Reference: https://docs.campaign.adobe.com/doc/AC/en/RPT_Accessing_built_in_reports_Reports_on_deliveries.html#Tracking_statistics

QUESTION 5

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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