AD0-300^{Q&As}

Adobe Campaign Business Practitioner

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QUESTION 1

For which reason does a fork activity produce an error?

A. The fork has no inbound transition

B. The fork\\'s outbound transition are out of sequence

C. The fork has an inbound transition that has zero results

D. The fork\\'s outbound transition has no connected activity

Correct Answer: D

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

QUESTION 3

An additional workflow is needed for a campaign. Which step should a campaign business practitioner take to meet this requirement?

A. Click the add new workflow icon from the targeting and workflow tabs

B. Add to the existing workflow instead of creating another workflow

C. Add additional workflows as a technical workflow and add a note to the campaign on where to find them

D. Create a new campaign because more than one workflow cannot be added

Correct Answer: A

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

QUESTION 4

Campaign requirements state that a random selection of 20% of recipients be withheld from the targeting population to receive a different creative treatment in another campaign. How should the business practitioner configure the workflow?

A. Use the workflow properties to configure the random sample and it will be posted to the folder

B. Use a query activity to select the random selection and a list update activity to house the sample

C. Use a split activity to select the random sample and a list update activity to house the sample

D. Use a delivery activity to select the random sample and it will be posted the delivery logs

Correct Answer: B

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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