

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

Adobe Campaign Business Practitioner

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#### **QUESTION 1**

The sent count is less than the upstream population. What are two reasons for this result? (Choose two.)

- A. The upstream population did NOT include seeds.
- B. Some pressure typologies were applied.
- C. Some recipients were Quarantined.
- D. The upstream population was too large.

Correct Answer: BD

#### **QUESTION 2**

How should a campaign business practitioner find the delivery summary of the campaign?

- A. Click on the report link on the campaign dashboard
- B. Click on the document link on the campaign\\'s edit tab
- C. Click on the report link on the delivery dashboard
- D. Click on the delivery tracking log link

Correct Answer: C

Reference: https://docs.campaign.adobe.com/doc/AC/en/RPT\_Accessing\_builtin\_reports\_Reports\_on\_deliveries.html# Delivery\_summary

#### **QUESTION 3**

What are the three functions of the delivery audit in Adobe campaign? (Choose three.)

- A. To show a preview of the delivery before sending
- B. To show the analysis performed on a delivery prior to sending
- C. To show the approvals given for delivery D. To show a breakdown of exclusions for the delivery

Correct Answer: BCD

## **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?



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- 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**

More than one person in an approval operator group responds to an approval activity that requires a single response. What is the result?

- A. The workflow errors if people in the operator group give different responses.
- B. The workflow resumes after the first person in the operator group responds.
- C. The workflow errors if more than one person from the operator group responds.
- D. The workflow pauses until all members of the operator group responds.

Correct Answer: B

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