AD0-300^{Q&As}

Adobe Campaign Business Practitioner

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QUESTION 1

How should a campaign business practitioner send a proof to a seed list?

A. Proof\'s are sent automatically to seed lists before a delivery is sent

B. Select the appropriate target in the send proof menu

C. A proof cannot be sent to the seed list, only the actual delivery

D. Enter a seed list address in the "To:" text box

Correct Answer: B

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

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

Which is most likely situation in which a campaign business practitioner should create a new plan?

A. At the start of a seasonal campaign

B. When a new user must be added

C. At the start of a calendar year

D. When a report must be generated

Correct Answer: A

QUESTION 4

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 5

Why should a campaign business practitioner add a compliment to a split?

A. To analyze the order of the split selection

B. To analyze records remaining from the split

C. To analyze rejected records

D. To analyze content selected in the split

Correct Answer: B

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