



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

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](https://docs.campaign.adobe.com/doc/AC/en/WKF_Repository_of_activities_Targeting_activities.html#Adding_data)

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### QUESTION 2

What is the required to create a predefined filter?

- A. Input form
- B. Rights on a folder of type filter
- C. Navigation hierarchy
- D. Validity period

Correct Answer: B

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### QUESTION 3

A query returns 0 records for a specific date. What is the most efficient method to determine what dates exist in the table?

- A. Use SQL, query the database or open the files being imported
- B. Use a split process to parse out dates
- C. Click on the "Distribution of values" button in the query.
- D. Go to the schema to view the data

Correct Answer: A

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### QUESTION 4



A workflow starts and delivery is set to "enable but do not execute" what is the result?

- A. The workflow stays in a pending start status
- B. The workflow throws an error message upon reaching the delivery
- C. The workflows enters a finished state upon reaching the delivery
- D. The workflows enters a paused state upon reaching the delivery

Correct Answer: D

Reference: <https://docs.adobe.com/content/help/en/campaign-standard/using/managing-processes-anddata/workflow-general-operation/executing-a-workflow.html>

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#### QUESTION 5

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

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