

DUMPS ARENA

Adobe Campaign Business Practitioner

Adobe AD0-300

Version Demo

Total Demo Questions: 10

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sales@dumpsarena.co

sales@dumpsarena.co
dumpsarena.co

QUESTION NO: 1

What are the three possible consequences of choosing and deploying an incorrect campaign template? (Choose three.)

- A. The campaign template workflow could query incorrect individuals
- B. The campaign template workflow could send out the wrong type of delivery
- C. The campaign template could cause problems with reporting
- D. The campaign template could send to individual without a delivery selected

ANSWER: A B D**QUESTION NO: 2**

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.

ANSWER: B D**QUESTION NO: 3**

What type of workflow should be used to update the recipient schema from a weekly text file of mailing address changes?

- A. A technical workflow
- B. A data workflow
- C. A campaign workflow
- D. A targeting workflow

ANSWER: A

QUESTION NO: 4

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.

ANSWER: B**QUESTION NO: 5**

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

ANSWER: A B C**Explanation:**

Reference: <https://docs.campaign.adobe.com/doc/AC/en/>

WKF__General_operation_Executing_a_workflow.html

QUESTION NO: 6

A campaign business practitioner is monitoring a delivery during its analysis. The campaign business practitioner notes that the audit has indicated two items with a warning. What happens with the delivery because of the warning?

- A. The delivery generates an error and does NOT deploy
- B. The delivery generates an error and at the end of the analysis but deploys the email
- C. The delivery deploys the email
- D. The delivery generates an error but does NOT deploy

ANSWER: C

QUESTION NO: 7

A new sample file is needed for a data loading process with a new layout. You have clicked auto detect format. What step you should take?

- A. Load a file from your local machine to test the format
- B. Verify the file format, specifically date formats that need to be set correctly
- C. You can move forward, auto detect formats the file properly
- D. You should create a new data loading process and leave the original intact for future use

ANSWER: B

QUESTION NO: 8

During an investigation, a business practitioner modifies workflows properties to keep the results of interim populations between two executions. What is the purpose of this step? (Choose two.)

- A. To export data that is passed between two activities in the workflow
- B. To configure the schema of the data that is passed between two activities in the workflow
- C. To modify the data that is being passed between two activities in the workflow
- D. To add filtering criteria to data that is being passed between two activities in the workflow
- E. To save data created with each run of the workflow to a list

ANSWER: D E

Explanation:

Reference: [https://docs.campaign.adobe.com/doc/AC/en/](https://docs.campaign.adobe.com/doc/AC/en/WKF__General_operation_Executing_a_workflow.html)

[WKF__General_operation_Executing_a_workflow.html](https://docs.campaign.adobe.com/doc/AC/en/WKF__General_operation_Executing_a_workflow.html)

QUESTION NO: 9

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

ANSWER: A

QUESTION NO: 10

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

ANSWER: A C D

Explanation:

Reference: <https://docs.campaign.adobe.com/doc/AC/en/>

CMP_Orchestrate_campaigns_Setting_up_marketing_campaigns.html