DUMPSARENA

Adobe Campaign Business Practitioner

Adobe AD0-300

Version Demo

Total Demo Questions: 7

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Topic Break Down

Topic	No. of Questions
Topic 1, Campaign Management	48
Topic 2, Data Management	15
Topic 3, Reporting	6
Topic 4, Administration	3
Total	72

QUESTION NO: 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

ANSWER: D

Explanation:

A fork activity produces an error when **The fork's outbound transition has no connected activity**. In an Adobe Campaign workflow, the Fork control activity splits the workflow into multiple execution branches. Each outbound transition represents a branch that the workflow engine must be able to start and therefore must lead to a subsequent activity. A transition that is left unconnected does not define a valid destination or executable path. When the workflow reaches the fork, Campaign cannot resolve that incomplete branch, so the workflow's structure is invalid and execution fails.

This requirement is especially important when editing a workflow: adding a branch to a fork also requires connecting that branch to an activity, such as a query, delivery, enrichment, or another control activity. If a branch is no longer needed, its transition should be removed rather than left dangling. This ensures the fork contains only complete, runnable paths and can distribute the incoming workflow execution correctly. Adobe documents the Fork as a control activity used to initiate several workflow branches from one transition; those branches must be configured as valid workflow paths. See Adobe Campaign Classic control activities documentation and Adobe Campaign workflow control activities documentation.

QUESTION NO: 2

A workflow supervisors group is assigned to a workflow. In which instance is the workflow supervisors group notified?

A. When a workflow deploys

B. When a workflow has thrown an error

C. When a workflow is taking a long time to run

D. When a delivery has changed

ANSWER: B

Explanation:

When a workflow has thrown an error is correct. In Adobe Campaign, the workflow's supervisor configuration is intended to support operational monitoring and incident response. Users or groups designated as workflow supervisors receive a notification when the workflow encounters an error, enabling them to investigate the failed activity, review workflow logs, identify the cause, and restart or correct the workflow as appropriate. This notification mechanism helps ensure that campaign processes, imports, segmentations, and delivery-related orchestration do not remain failed without an owner being alerted.

The notification is associated with workflow error handling: once an error causes the workflow to stop or enter an error state, Campaign informs the configured supervisors. Administrators and business practitioners should therefore assign a group whose members are responsible for monitoring workflows and have the appropriate access to diagnose and resolve failures. Adobe's workflow execution documentation describes the use of supervisors to receive notifications when workflow errors occur. See Adobe Campaign Standard workflow execution documentation and Adobe Campaign Standard workflow monitoring documentation.

QUESTION NO: 3

Which three campaign approval types can be configured in Adobe Campaign? (Choose three.)

A. Target approval

B. Content approval

C. Budget approval

D. Quarantine approval

ANSWER: A B C

Explanation:

Campaign approval management can be configured for the target, content, and budget. Target approval confirms the intended audience, content approval confirms the delivery message, and budget approval supports validation of the campaign financial plan. These approvals can be assigned to appropriate operators or groups as part of the campaign process.

Quarantine processing is a delivery and address-management function, not a campaign approval type. See Adobe Campaign Classic campaign approvals.

QUESTION NO: 4

Explain why changes to deliveries need to be made in the template and NOT the delivery activity?

A. The next time the delivery template is pulled into the campaign it will throw an error message

B. The next time the delivery template is pulled into the campaign, it will NOT reflect the most recent changes made

C. The next time the delivery template is pulled into the campaign it will prompt for the confirmation of the HTML

D. The next time the delivery template is pulled into the campaign it will prompt for the confirmation of changes

ANSWER: B

Explanation:

The next time the delivery template is pulled into the campaign, it will NOT reflect the most recent changes made. In Adobe Campaign, a delivery template is the reusable source configuration for deliveries: it can hold items such as delivery properties, content structure, targeting and typology settings, approval settings, and other defaults. When a delivery activity uses a template, Campaign creates a delivery based on that template's configuration. Changes made directly in an individual delivery activity apply only to that specific delivery instance; they do not update the underlying template or propagate back to it.

Consequently, if a business practitioner updates content or settings only within a delivery activity, another campaign or a later activity that selects the same template will continue to use the template's previously saved configuration. Making reusable, intended-default changes in the template ensures that future deliveries created from it consistently inherit those updates, while delivery-level changes remain appropriate for one-off exceptions. Adobe describes delivery templates as reusable configurations used to create deliveries and recommends maintaining the common delivery parameters in the template. See Adobe's Delivery templates documentation and delivery creation guidance.

QUESTION NO: 5

In which scenario will a business practitioner save time when using a campaign template?

A. When using unique workflow logic

B. When using same workflow logic

C. When sending the same email delivery

D. When contacting the same address

ANSWER: B

Explanation:

“When using same workflow logic” is correct because campaign templates are intended for recurring campaign implementations that share a common structure and operational process. A practitioner can configure the reusable campaign properties, workflow layout, activities, approvals, delivery templates, and other standard settings once in the template. When a new campaign is created from that template, Adobe Campaign copies the defined framework, allowing the practitioner to focus on campaign-specific items such as the audience, dates, content, and any needed parameter adjustments rather than rebuilding the workflow from scratch.

This approach improves consistency across repeatable campaign types and reduces both setup effort and the risk of configuration differences between similar campaigns. The value is greatest when the same sequence of targeting, segmentation, delivery preparation, approval, and execution activities is needed repeatedly. Adobe Campaign documentation describes campaign templates as reusable models for creating campaigns and notes that they can include workflows and other predefined campaign settings. See Adobe’s guidance on managing campaign templates and the campaign creation and configuration workflow.

QUESTION NO: 6

Which three methods can be used to define a subset in a Split activity? (Choose three.)

A. Filtering conditions

B. Random sampling

C. Record limitation

D. Delivery template selection

E. Proof target selection

ANSWER: A B C

Explanation:

A Split activity can create subsets by using **filtering conditions**, **random sampling**, and a **record limitation**. Filtering conditions select records based on profile or workflow data. Random sampling selects a representative percentage or number of records. A limitation selects a defined number of records according to configured sorting or selection rules.

These methods allow practitioners to segment an incoming population for different treatments, holdout groups, or processing paths. A delivery template and a proof target do not define Split activity subsets. See Adobe documentation on the Split activity.

QUESTION NO: 7

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

F. To inspect the intermediate population produced by workflow activities for troubleshooting.

G. To retain intermediate workflow work-table data for investigation between executions.

ANSWER: F G

Explanation:

Keeping the results of interim populations retains the temporary work-table data produced by targeting and data-management activities after a workflow finishes. This is primarily an investigation and troubleshooting setting: it lets a practitioner inspect the population that was produced at a particular transition, rather than losing that intermediate result when the workflow's normal cleanup occurs. The retained result can be viewed from the workflow's activity/transition context to validate which records qualified, the data available for the population, and whether a targeting step produced the expected volume and content. Retention also enables the practitioner to reuse or query the preserved intermediate data while diagnosing the workflow, including comparing outputs from executions when necessary. Adobe cautions that these work tables consume database storage, so the setting should be enabled only for diagnostic needs and disabled after the investigation is complete. This setting does not itself create a persistent marketing list, alter a transition's filtering logic, or change its schema; those are configured through the relevant workflow activities. See Adobe's workflow execution documentation and workflow overview.