

DUMPS ARENA

Adobe Campaign Standard Business Practitioner

Adobe AD0-E307

Version Demo

Total Demo Questions: 10

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QUESTION NO: 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.

ANSWER: B D

QUESTION NO: 2

What are two reasons to include the email address when importing a list of contacts? (Choose two.)

- A. to meet legal requirements
- B. to update the primary key field
- C. to send a confirmation email
- D. to populate the reconciliation key

ANSWER: B C

QUESTION NO: 3

What is the value for status and state of the edit options when a campaign reaches the schedule end date?

- A. Finished and can no longer be edited
- B. Finished but can still be edited
- C. Completed and can no longer be edited
- D. Completed but can still be edited

ANSWER: D

QUESTION NO: 4

What are two ways to use seeds in a campaign? (Choose two.)

- A. reply-to address
- B. content reviewer
- C. proof target
- D. internal audience

ANSWER: B C

Explanation:

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

QUESTION NO: 5

A campaign has been setup with an operator group (with 2 operators) as approvers in the "Approvals" section of the delivery. What will happen if one of the operators is unavailable to provide approval?

- A. The input of just the first approver is required in order for the process to continue onto the next activity
- B. The campaign process will not proceed if both the first and seconds approvers do not provide inputs before expiry
- C. The process will continue without approval if one has been provided before expiry
- D. The process waits indefinitely for inputs from both approvers before moving to the next activity

ANSWER: B

QUESTION NO: 6

Which three tasks could a campaign business practitioner do to view a personalized version of a delivery?

(Choose three.)

- A. Utilize the test personalization option
- B. Send a proof of the delivery
- C. Analyze the delivery after creating it
- D. Send the email to seed a list to compare

ANSWER: A B C

QUESTION NO: 7

In a campaign workflow, how should a Business Practitioner ensure that Adobe Campaign retains data between intermediate activities?

- A. by selecting "Log SQL queries in the journal" option in the workflow properties
- B. by displaying the target at each step in the workflow
- C. by storing data passed between activities to temporary worktables
- D. by selecting the "Keep the results of interim populations between two executions" option in the workflow properties

ANSWER: D

Explanation:

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

QUESTION NO: 8

Which workflow activity should be used to export data?

- A. Data download
- B. List update
- C. Update data
- D. Data extraction

ANSWER: D

Explanation:

Reference: <https://helpx.adobe.com/campaign/standard/automating/using/extract-file.html>

QUESTION NO: 9

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

ANSWER: B C D

QUESTION NO: 10

A campaign is sent past the end date. What is the result?

- A. The campaign does not execute past the end date
- B. The campaign sends as usual
- C. The campaign prompts for an update end date.
- D. The campaign continues to send with outdated data.

ANSWER: C