

AD0-300^{Q&As}

Adobe Campaign Business Practitioner

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QUESTION 1

What is the benefit of using the direct mail delivery step instead of a data extraction step?

- A. The delivery step allows for personalization
- B. The delivery step logs data to contact history
- C. The delivery step sends the file to the configured vendor.
- D. The delivery step allows for a preview of the direct mail piece.

Correct Answer: C

QUESTION 2

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

QUESTION 3

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

Correct Answer: B

QUESTION 4

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

QUESTION 5

Campaign requirements state that a random selection of 20% of recipients be withheld from the targeting population to receive a different creative treatment in another campaign. How should the business practitioner configure the workflow?

- A. Use the workflow properties to configure the random sample and it will be posted to the folder
- B. Use a query activity to select the random selection and a list update activity to house the sample
- C. Use a split activity to select the random sample and a list update activity to house the sample
- D. Use a delivery activity to select the random sample and it will be posted the delivery logs

Correct Answer: B

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