

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

Adobe Campaign Business Practitioner

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## QUESTION 1

Which is mandatory when creating a new campaign?

- A. Label
- B. Start date
- C. Plan
- D. Channel

Correct Answer: A

Reference: [https://docs.campaign.adobe.com/doc/AC/en/CMP\\_Orchestrate\\_campaigns\\_Setting\\_up\\_marketing\\_campaigns.html](https://docs.campaign.adobe.com/doc/AC/en/CMP_Orchestrate_campaigns_Setting_up_marketing_campaigns.html)

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## QUESTION 2

What is the value for status and state of the edit options in a Recipient Delivery logs 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

Correct Answer: D

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## QUESTION 3

How should a campaign business practitioner find the delivery summary of the campaign?

- A. Click on the report link on the campaign dashboard
- B. Click on the document link on the campaign's edit tab
- C. Click on the report link on the delivery dashboard
- D. Click on the delivery tracking log link

Correct Answer: C

Reference: [https://docs.campaign.adobe.com/doc/AC/en/RPT\\_Accessing\\_built\\_in\\_reports\\_Reports\\_on\\_deliveries.html#Delivery\\_summary](https://docs.campaign.adobe.com/doc/AC/en/RPT_Accessing_built_in_reports_Reports_on_deliveries.html#Delivery_summary)

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## QUESTION 4

How would you ensure a delivery is NOT sent to multiple recipients with the same email address?

- A. Place a deduplication activity prior to the delivery
- B. Place a union activity prior to the delivery
- C. Place a change dimension activity prior to the delivery
- D. Place a split activity prior to the delivery

Correct Answer: A

Reference: <https://helpx.adobe.com/campaign/standard/automating/using/deduplication.html>

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## QUESTION 5

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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