

AD0-300^{Q&As}

Adobe Campaign Business Practitioner

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QUESTION 1

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

Correct Answer: B

QUESTION 2

What is the result when a user tries to create two lists with the same label?

- A. The system renames the new list automatically
- B. The system allows the existing list with the new list data
- C. The system allows the new list to be created as
- D. The system notifies the user to change the name of the new list

Correct Answer: D

QUESTION 3

A business practitioner is testing two lists to determine which one responds best to a new email subject line. What email metric should be used to determine the best list?

- A. The list's open rate for the email
- B. The list's delivery rate for the email
- C. The list's unsubscribe rate for the email
- D. The list's forward rate for the email

Correct Answer: A

QUESTION 4

During a testing phase, a Campaign Business Practitioner needs to send the test emails to a personal email address to see how they look in the inbox. The Campaign Business Practitioner is NOT in the recipient table.

How should the Campaign Business Practitioner - Perform this task?

- A. Pick any email address and use the preview to see what it looks like
- B. Go through the standard process for adding recipients
- C. Type the address into the "To:" section
- D. Add the email to a seed list

Correct Answer: C

QUESTION 5

An additional workflow is needed for a campaign. Which step should a campaign business practitioner take to meet this requirement?

- A. Click the add new workflow icon from the targeting and workflow tabs
- B. Add to the existing workflow instead of creating another workflow
- C. Add additional workflows as a technical workflow and add a note to the campaign on where to find them
- D. Create a new campaign because more than one workflow cannot be added

Correct Answer: A

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

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