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Adobe Campaign Standard Business Practitioner

Adobe AD0-E307

Version Demo

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Topic Break Down

Topic	No. of Questions
Topic 1, Business Analysis	1
Topic 2, Campaign Management	83
Topic 3, Data Management	24
Topic 4, Reporting	10
Total	118

QUESTION NO: 1

A workflow log indicates an incompatible document type error on a union activity. How should a campaign

business practitioner verify the union activity inputs are based on?

A. The union activity's inputs are based on the same target mapping

B. The union activity's inputs are based on the same filtering dimension

C. The union activity's inputs are based on the same targeting dimension

D. The union activity's inputs are based on the same global dictionary

ANSWER: C

Explanation:

The union activity's inputs are based on the same targeting dimension is correct. In Adobe Campaign Standard, a Union activity combines populations received through its inbound transitions into one outgoing population. For that combination to be valid, each inbound population must use the same targeting dimension, meaning that the records represent the same type of target, such as profiles. The targeting dimension establishes the population type and the context in which targeting data is interpreted throughout the workflow. When incoming transitions are built on different dimensions, their underlying document structures are not compatible for a direct union. This can produce the incompatible document type message recorded in the workflow log. A business practitioner should open the activities that feed the Union activity, inspect the targeting or query configuration for each branch, and confirm that all transitions resolve to the same targeting dimension before they reach the union. If needed, the workflow should be adjusted so each branch targets the same population type. Adobe documents that Union combines inbound populations and requires compatible data, while its targeting-dimension documentation explains how that dimension defines the population used by targeting activities. See Adobe Campaign Standard Union activity documentation and Adobe Campaign Standard targeting dimensions documentation.

QUESTION NO: 2

What is the purpose of setting an activity execution mode to 'Enable but do not execute'?

A. to skip the activity and continue workflow execution

B. to dynamically reconfigure the activity

C. to step into the activity and execute stepwise

D. to examine records coming into the activity

ANSWER: A

Explanation:

The purpose is **to skip the activity and continue workflow execution**. In Adobe Campaign Standard, this execution mode leaves the activity enabled in the workflow design while preventing its configured processing from being run. When the workflow reaches that activity, Campaign bypasses the activity's normal execution and continues along the workflow path. This is useful when a practitioner needs to run or validate the surrounding workflow logic without performing the operation configured in that specific activity—for example, while testing a workflow sequence or temporarily avoiding an action during a run. Because the activity remains enabled rather than being disabled, the workflow is able to proceed instead of stopping at that point. Adobe describes this behavior in its workflow advanced-parameter documentation under activity execution settings. See Adobe Campaign documentation: Activity execution and Adobe Experience League: About workflows.

QUESTION NO: 3

A Business Practitioner wants to measure recipient engagement for an email delivery.

Which two recipient interactions can be captured through email tracking? (Choose two.)

A. email opens

B. clicks on tracked links

C. message delivery to the SMTP server

D. hard bounces

ANSWER: A B

Explanation:

Email opens and **clicks on tracked links** are captured through email tracking. Opens are recorded when the tracking mechanism detects that the message was opened, while clicks are recorded when a recipient selects a tracked URL in the delivery. These tracking events can then be used in reports and targeting workflows.

Message delivery and bounces are delivery-log events, not recipient interactions captured by email tracking. See About tracking messages.

QUESTION NO: 4

A Practitioner has customized a delivery for men, women and unspecified gender values. A proof personalized

to each gender segment is then required to be sent to an approver prior to the delivery phase. What is the

efficient way to accomplish this?

A. Specify a Target for the proofs with the Targeting mode set to "Substitution of the address" and specify the approver for a recipient in each of the gender segments.

B. Specify an approver in the Recipient table via the Target mapping directly.

C. Create three different deliveries for each of the gender segments and define the same approver for each delivery.

D. Specify a Target for the proofs with the Targeting mode set to "Substitution of the address" and specify the approver for a recipient using Random profile.

ANSWER: A

Explanation:

Specify a Target for the proofs with the Targeting mode set to "Substitution of the address" and specify the approver for a recipient in each of the gender segments. This uses Adobe Campaign Standard's proof-target configuration to send proofs to the designated approver while rendering each proof with the personalization data of a selected representative recipient. A representative recipient should be selected for each gender value used by the delivery's content conditions: men, women, and unspecified gender. The approver can therefore review every applicable personalized variation before the delivery is sent, without creating and managing separate deliveries for each segment.

Substitution of the address is appropriate because the proof is delivered to the proof recipient's address, but the content is generated in the context of the selected target profile. This preserves the actual segmentation and personalization logic used by the delivery while ensuring the approver receives all required previews. Adobe documents proof targets and substitution-based proof personalization in its delivery testing guidance: Adobe Campaign Standard — Send proofs. For the underlying recipient-based personalization model used when rendering delivery content, see Adobe Campaign Standard — Working with profiles.

QUESTION NO: 5

Which two elements can a Business Practitioner validate by sending an email proof? (Choose two.)

A. Personalized content

B. Tracked links

C. Final delivery performance metrics

D. The full target population

ANSWER: A B

Explanation:

Personalized content and **Tracked links** are correct. A proof is used to validate a delivery before the main send. It allows reviewers to inspect the rendered message, including personalized fields and conditional content, using the applicable proof-target or substitution configuration.

Proof recipients can also test links in the delivered message, including tracked links, to confirm that the destination and tracking behavior are appropriate. Sending a proof does not send the delivery to the full target population and does not create final campaign performance results. See Adobe Campaign Standard creating proofs documentation.

QUESTION NO: 6

The number of records out of union is less than intended. Which conclusion should be made?

A. The target is dropping inactive records.

B. The target schemas are NOT the same.

C. The target is dropping exclusions.

D. The target populations are NOT mutually exclusive.

ANSWER: D

Explanation:

The target populations are NOT mutually exclusive. In Adobe Campaign Standard, a Union activity combines the inbound populations, while its complementary result, typically described as the records “out of union,” represents records that do not belong to the overlap shared by the input populations. If this out-of-union count is lower than expected, more records than expected are common to the input populations. This indicates that the populations overlap and therefore are not mutually exclusive. This conclusion is important when building audiences from multiple queries or targeting workflows: overlapping audiences can affect expected counts and may require deduplication or a review of targeting criteria before delivery. Adobe Campaign workflow activities are designed to manipulate populations based on set operations, so reviewing transition populations after the activity helps validate whether the audience logic produces the intended overlap and exclusion behavior. Adobe’s documentation on workflow targeting activities and population management provides the relevant context for combining and analyzing target sets: Adobe Campaign Standard targeting activities and Combining populations in Adobe Campaign Standard.

QUESTION NO: 7

A workflow has stopped after an activity error. A Business Practitioner needs to investigate the failure before restarting the workflow.

Which two actions can help the Practitioner investigate the issue? (Choose two.)

A. review the workflow journal

B. inspect the activity error details

C. change the delivery subject line

D. delete the workflow

ANSWER: A B

Explanation:

Review the workflow journal and **inspect the activity error details** are appropriate actions. The workflow journal records execution events, warnings, and errors, helping the Practitioner identify when and where the failure occurred. Reviewing the failed activity and its error details helps identify the specific configuration, data, or processing issue that must be resolved before the workflow is restarted.

Changing the delivery subject line or deleting the workflow does not diagnose the activity failure. Adobe documents workflow monitoring and error investigation in its workflow monitoring documentation.

QUESTION NO: 8

An email and direct mail is sent with the below recipient as the target. Their blacklist is shown below.

	blackList	blackListEmail	blackListPostalMail
Recipient A	True	True	False
Recipient B	True	False	False
Recipient C	False	True	False
Recipient D	False	False	False

Which recipients receive deliveries and by which channel?

A. Email: B,D; Direct Mail: A,B,C,D

B. Email: A,C; Direct Mail:

C. Email: D; Direct Mail: C,D

D. Email: A,B,C; Direct Mail: A,B

ANSWER: A

Explanation:

Email: B,D; Direct Mail: A,B,C,D is correct because Adobe Campaign Standard applies blacklist or quarantine eligibility at the relevant communication-channel level. The blacklist statuses shown prevent the affected recipients from receiving the email delivery, leaving B and D eligible for that channel. The direct-mail delivery is evaluated using postal/direct-mail eligibility rather than the recipients' email blacklist status. Since no direct-mail restriction is indicated for these recipients, all four recipients remain eligible for the direct-mail delivery.

This distinction is important when interpreting recipient delivery eligibility: an email address may be unavailable, opted out, or blacklisted without automatically suppressing a recipient from a separate offline channel. Campaign evaluates the contact information and exclusion status applicable to the delivery channel being sent, then excludes only records that are not eligible for that channel. Adobe's documentation describes quarantine and blocklist handling as mechanisms used to prevent sending messages to contact information that should no longer receive communications, while channel-specific delivery preparation determines the applicable exclusions. See Adobe's Quarantines and blocklists documentation and delivery preparation and confirmation guidance.

QUESTION NO: 9

Which two examples are appropriate for Qualitative analysis in Adobe Campaign? (Choose two.)

A. sales by product

B. total sales in US dollars

C. average basket

D. most popular email domains

ANSWER: A D

Explanation:

sales by product and **most popular email domains** are appropriate examples of qualitative analysis because they organize reporting around descriptive categories, or dimensions. A product is a categorical attribute that can be used to segment sales results, while an email domain is a categorical attribute of a recipient's email address. These analyses help a business practitioner identify patterns in the composition of activity—for example, which product categories are represented in sales data or which domains are most common among recipients—rather than focusing solely on a single calculated numeric result. In Adobe Campaign reporting, dimensions are used to break down and explore data by meaningful attributes, and reports can combine dimensions with measurements to provide this kind of categorical insight. Adobe's reporting documentation describes using report dimensions and indicators to analyze campaign data and create relevant report views. See Adobe Campaign Standard: Creating a report and Adobe Campaign Standard: About reports.

QUESTION NO: 10

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

ANSWER: D E

Explanation:

Keeping interim population results preserves the working data produced by workflow activities after an execution. This is particularly useful during an investigation because the practitioner can examine the population at a transition, understand which records were selected, and then refine the workflow's targeting logic. Consequently, *To add filtering criteria to data that is being passed between two activities in the workflow* is a valid use: retained results give the practitioner a stable population to analyze while adjusting the filtering and segmentation applied in subsequent workflow activity configuration.

It also supports retaining the data generated by workflow runs for later review rather than losing the intermediate population when the workflow finishes. Therefore, *To save data created with each run of the workflow to a list* reflects the operational objective of preserving run data for investigation and reuse. Adobe describes interim results as workflow data retained between executions to facilitate analysis and troubleshooting of workflow processing. See Adobe's workflow execution documentation and its workflow monitoring guidance.

QUESTION NO: 11

A Practitioner chooses the wrong parent folder for the Marketing Plan. How should the Practitioner correct the mistake?

A. delete the Marketing Plan and start over

B. edit the plan properties and select a different parent folder

C. drag and drop the Marketing Plan to a new folder

D. rename the parent folder

ANSWER: C

Explanation:

drag and drop the Marketing Plan to a new folder is correct because Adobe Campaign Standard's marketing-resource hierarchy supports moving plans directly within the Explorer-style navigation tree. A practitioner can select the existing marketing plan and drag it to the intended destination folder, which changes the plan's placement without requiring the plan and its associated configuration to be recreated. This is the appropriate operational approach when the only issue is that the plan was created under an incorrect parent folder. Keeping the same plan also preserves its existing programs, campaigns, activities, and configuration within the marketing hierarchy, while placing it in the correct organizational location. Adobe documents the use of plans and programs to organize campaign-management work and provides folder-based navigation for managing these marketing objects. See Adobe's documentation on marketing plans and programs and the Campaign Standard getting started guide for the marketing-resource management workflow.