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Adobe Campaign Standard Business Practitioner

Adobe AD0-E307

Version Demo

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QUESTION NO: 1

A campaign workflow has 1,000 records coming into a Delivery. The messages to send count is 880.

What are two possible s for the missing records? (Choose two.)

- A. The missing records were doubles.
- B. The missing records are part of an A/B test group.
- C. The missing records have been rejected as spam.
- D. The missing records are part of a control group.

ANSWER: A D

QUESTION NO: 2

Which three factors can be tested in an email preview prior to executing the delivery? (Choose three.)

- A. mirror pages
- B. personalization
- C. spam score
- D. opt-out link

ANSWER: A B D

QUESTION NO: 3

A Business Practitioner's subscription report shows low loyalty.

Which three methods should the Business Practitioner use to improve subscription loyalty? (Choose three.)

- A. offer compelling content
- B. use double opt-in process
- C. reduce the frequency of deliveries
- D. remove the un-subscription link

ANSWER: A B C

QUESTION NO: 4

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

ANSWER: A

Explanation:

Reference: <https://docs.campaign.adobe.com/doc/AC/en/>

CMP_Orchestrate_campaigns_Setting_up_marketing_campaigns.html

QUESTION NO: 5

A Business Practitioner is starting delivery for two emails.

Which status and failure type combinations are possible in the Recipient Delivery logs for the two messages?

- A. Status: Sent. Failure Type: Not defined
Status: Pending. Failure Type: Not defined
- B. Status: Sent. Failure Type: Not defined
Status: Pending. Failure Type: Unreachable
- C. Status: Sent. Failure Type: Mailbox full
Status: Pending. Failure Type: Unreachable
- D. Status: Sent. Failure Type: Mailbox full
Status: Pending. Failure Type: Not defined

ANSWER: C

QUESTION NO: 6

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:

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

QUESTION NO: 7

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: C D

QUESTION NO: 8

A practitioner has created an approval activity in a workflow. The multiple approval option is selected. The approval activity is assigned to a group of two operators. One of the operators approves the request and the other rejects. Which branch of the approval activity is run?

- A. The No Branch is run.
- B. Neither Branch is run.
- C. The Yes Branch is run.
- D. Both the Yes and No Branch are run.

ANSWER: C

QUESTION NO: 9

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/](https://docs.campaign.adobe.com/doc/AC/en/WKF__General_operation_Executing_a_workflow.html)

[WKF__General_operation_Executing_a_workflow.html](https://docs.campaign.adobe.com/doc/AC/en/WKF__General_operation_Executing_a_workflow.html)

QUESTION NO: 10

What must a Practitioner determine before adding a Delivery activity to a campaign workflow?

- A. channel
- B. target
- C. template
- D. content

ANSWER: A