AD0-E300 Dumps

Adobe Campaign Classic Business Practitioner

https://www.certleader.com/AD0-E300-dumps.html

NEW QUESTION 1
The sent count is less than the upstream population. What are two reasons for this result? (Choose two.)

A. The upstream population did NOT include seeds.
B. Some pressure typologies were applied.
C. Some recipients were quarantined.
D. The upstream population was too large.

Answer: BD

NEW QUESTION 2
A campaign business practitioner is monitoring a delivery during its analysis. The campaign business practitioner notes that the audit has indicated two items with a warning. What happen with the delivery because of the warning?

A. The delivery generates an error and does NOT deploy
B. The delivery generates an error and at the end of the analysis but deploys the email
C. The delivery deploys the email
D. The delivery generates an error but does NOT deploy

Answer: C

NEW QUESTION 3
From which screen on the client should the Business Practitioner approve the targeting of an email delivery in an email campaign?

A. from the Campaign Dashboard
B. Non
C. You must open the mail and approve on the website
D. from the Approval Dashboard
E. from the Home Screen

Answer: B

NEW QUESTION 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 efficientway 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

NEW QUESTION 5
During a testing phase, a Campaign Business Practitioner needs to send the test emails to a personal email addresses 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

Answer: C

NEW QUESTION 6
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: ABC

NEW QUESTION 7
A Practitioner chooses the wrong parentfolder 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 theparent folder

Answer:

C

NEW QUESTION 8
An email and direct mail is sent with the below recipientas 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: <none>
C. Email: D; Direct Mail: C,D
D. Email: A,B,C; Direct Mail: A,B

Answer: A

NEW QUESTION 9
A summary of the deliveries report shows that 25% of messages were rejected by exclusion rules. Which aspect of the campaign needs improvement?

A. creative
B. subject line
C. segmentation
D. channel selection

Answer: C

NEW QUESTION 10
What are the three reasons why a campaign manager would reference a deliver audit. (Choose three.)

A. The manager could find out if the delivery isblocked on a particular operating system
B. The manager could see if typology rules were applied
C. The manager could find out how many recipients were excluded
D. The manager could see how long the delivery is taking to process

Answer: ACD

NEW QUESTION 10
Workflow instructions are identical to a previous workflow except the dates. What course of action should a Campaign Business Practitioner take?

A. Use a copy of the previous workflow in a campaign and change the values
B. Create a new workflow from scratch in a new campaign
C. Run the previous workflow from the previous campaign and change the date
D. Contact the request to confirm the information in accurate.

Answer: D

NEW QUESTION 15
Aworkflow including a scheduler with a recurring frequency contains a regular delivery step. What is the result?

A. The delivery executes once and errors on the second send.
B. The delivery executes once and enters a finished state.
C. The delivery throws awarning message and executes as scheduled for first and second send.
D. The delivery is sent as scheduled for the first and second send

Answer: D

NEW QUESTION 17
A campaign has been setup with an operator group (with 2 operators) as approvers in the "Approvals" section of the delivery.
What will happen if one of the operators is unavailable to provide approval?

A. The input of just the first approver is required in order for the process to continue onto the next activity
B. The campaign process will not proceed if both the firstand seconds approvers do not provide inputs before expiry
C. The process will continue without approval if one has been provided before expiry
D. The process waits indefinitely for inputs from both approvers before moving to the next activity

Answer: B

NEW QUESTION 21
Which best practice should a user take to move an improperly placed campaign into the correct program folder?

A. Rename the improper program location to the appropriate program
B. Recreate the campaign incorrect program

C. Select the correct program dropdown in the campaign edit tab
D. Click and drag the campaign into the appropriate program

Answer: C

NEW QUESTION 23
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

Answer: A

NEW QUESTION 28
What is the required to create a predefined filter?

A. Input form
B. Rights on a folder of type filter
C. Navigation hierarchy
D. Validity period

Answer: B

NEW QUESTION 30
How should a campaign business practitioner send a proof to a seed list?

A. Proofs are sent automatically to seed lists before a delivery is sent
B. Select the appropriate target in the send proof menu
C. A proof cannot be sent to the seed list, only the actual delivery
D. Enter a seed list address in the "To:" text box

Answer: B

NEW QUESTION 35
How isrecurring delivery similar to a continuous delivery?

A. Both deliveries append record to the delivery log
B. Both deliveries can be sent multiple times
C. Both deliveries can be modified in the delivery step
D. Both deliveries create new delivery logs

Answer: C

NEW QUESTION 36
A Practitioner is required to execute and store all deliveries related to a delivery template in specific folder defined by the business. How should the Practitioner most effectively implement this requirement?

A. Define Routingwithin the delivery properties of each delivery template.
B. Move all deliveries manually into defined folders.
C. Modify the delivery mapping to define the routing.
D. Define specific Execution folders within the delivery properties of a delivery template.

Answer: D

NEW QUESTION 39
What happens to a folder when the option 'This folder is a view' is selected?

A. The folder shows all items in the folder's sub folders irrespective of item type.
B. The folder shows items that have been deleted in the folder.
C. Thefolder shows all items of different types irrespective of which folder the items are located in.
D. The folder shows all items of the folders' type irrespective of which folder the items are located in.

Answer: C

NEW QUESTION 42
What is the result when a use tries to create two lists with the same label?

A. The system renames the new list automatically
B. The system allows theexisting 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

Answer: D

NEW QUESTION 46
A campaign business practitioner needs to build an A/B test email campaign for two different promotions. By the theme that generates the most website visits, which email metric indicates the winning promotion theme?

A. HighestClick through rate
B. Lowest unsubscribe rate
C. Highest open rate
D. Lowest activity rate

Answer: A

NEW QUESTION 48
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: ABD

NEW QUESTION 51
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 thedata 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: DE

NEW QUESTION 52
A Practitioner enters the install URL in a browser window. What should occur next?

A. ThePractitioner is redirected to the download page.
B. The Adobe Campaign Client console opens.
C. A blank page is displayed.
D. The Practitioner is prompted to log in.

Answer: D

NEW QUESTION 57
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 activityto house the sample
D. Use a delivery activity to select the random sample and it will be posted the delivery logs

Answer: B

NEW QUESTION 61
In an email delivery, the Business Practitioner uses conditioned content in the creative that varies by recipient segment.
Which three methods allow the Business Practitioner to send proofs that can be set up to cover all variations in the content? (Choose three.)

A. Proof with defined proof target
B. Proof with Seed address
C. Proof with Substitution of address with a random profile
D. Proof with Substitution of address with a fixed profile

Answer: ABC

NEW QUESTION 66
Which two tasks can be performed to reduce the probability of adelivery being blocked or flagged as 'spam' by anti-spam tools? (Choose two.)

A. Make sure your delivery does not contain only images
B. Email content should have both HTML and text parts
C. Specify recipient's name in the greeting
D. Specify an English translation for non English mails

Answer: CD

NEW QUESTION 70
Workflow A runs before Workflow B. Workflow A populates a staging table that workflow B uses to load each day. Workflow B frequency fails because Workflow A is still creating the writing to the table. What is the best way for a campaign business practitioner to solve this error?

A. Adjust the scheduled runto ensure there is no overlap
B. Combine the two workflows together
C. Use JavaScript to call a Signal in Workflows B instead of a time-based schedule
D. Remove the staging table because there is no need for temp storage

Answer: A

NEW QUESTION 73
A campaign is sent past the end date. What is the result?

A. The campaign does not execute past the end date
B. The campaign sends as usual
C. The campaign prompts for anupdate end date.
D. The campaign continues to send with outdated datA.

Answer: C

NEW QUESTION 74
How should a campaign business practitioner test that dynamic content in delivery displays properly?

A. Configure the delivery to enable a content control group
B. Configure the delivery to enable content approval
C. Configure the delivery content to include seeds
D. Configure the delivery to send a proof of each content version

Answer: D

NEW QUESTION 75
On a Friday, A Practitioner decides to send Deliveries on Monday at 8 AM. The deliveries must have the most up-to-date target.
What should the Practitioner configure before starting the campaign workflow?

A. extraction date
B. contact date
C. scheduler
D. approval

Answer: B

NEW QUESTION 77
A query on recipients is added to a workflow. The query needs to be able to obtain the last three transactions for each recipient.
Which method should be used to obtain this result?

A. In the complementary information section, add data of the type 'Data linked to the filtering dimension'.
B. In the complementary information section, add data of the type 'Data of the filtering dimension'.
C. In the advanced tab, add an Initialization Script.
D. Switch thetargeting and filtering dimension and add aggregate columns to get the transactions.

Answer: B

NEW QUESTION 79
More than one person in an approval operator group responds to an approval activity that requires a single response. What is the result?

A. The workflow errors if people in the operator group give different responses.
B. The workflow resumes after the first person in the operator group responds.
C. The workflow errors if more than one person from the operator group responds.
D. The workflow pauses until all members of the operator group responds.

Answer: B

NEW QUESTION 82
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: C

NEW QUESTION 84
Alarge target population spans multiple age groups. The Business Practitioner needs to create a control group with 10% from each age group.

What is the most efficient method to create the control group?

A. Use a query activity to query the target populationand another query activity to obtain the desired control grou
B. Then use an exclusion activity to get the exclusive target.
C. Modify the target population query to not include the control group.
D. Use a query activity to obtain the target population andsend to a split activity to remove each age group with record count limitation set as random.
E. Use the out of the box control group functionality with Random Sampling and Data Grouping.

Answer: C

NEW QUESTION 88
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