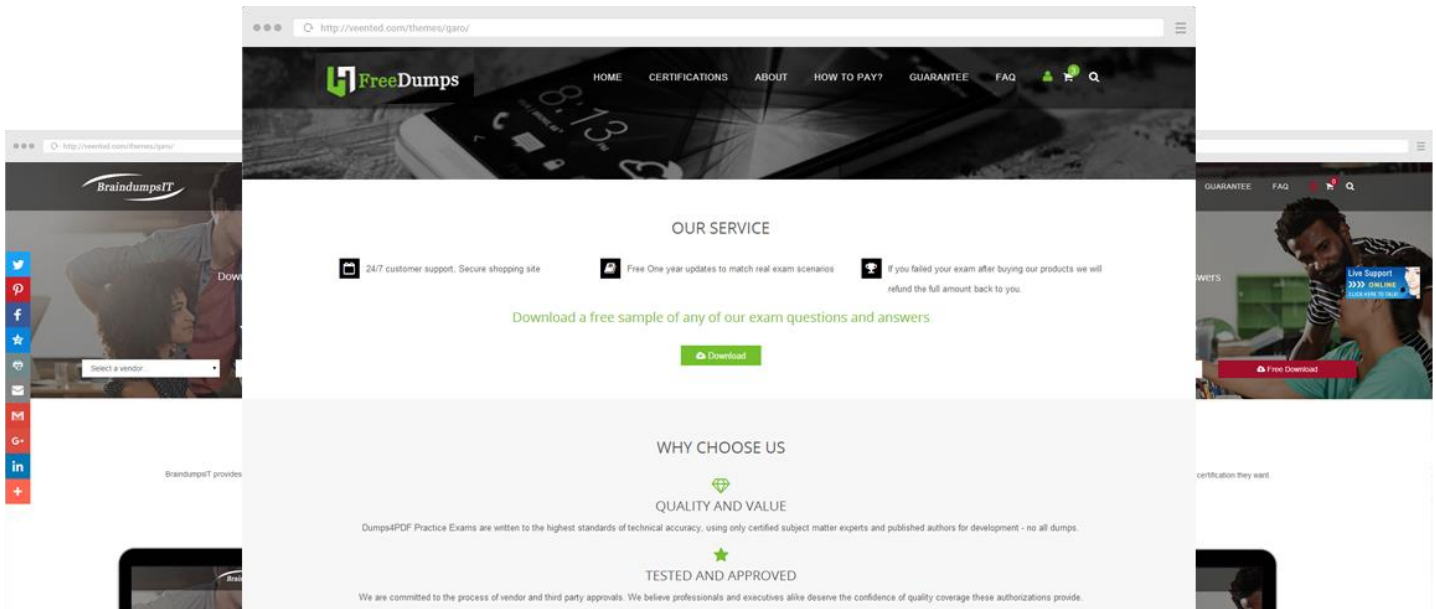


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Exam : **AD0-E300**

Title : Adobe Campaign Classic
Business Practitioner

Vendor : Adobe

Version : DEMO

NO.1 What is the advantage of using a string delimiter in the extraction file format?

- A. allows the use of Unicode values
- B. speeds up the generation of the file
- C. allows the use of the column separator in string values
- D. results in a smaller file

Answer: C

NO.2 A workflow has a scheduler and default error management.

What happens if an error occurs during a run?

- A. The scheduler starts another run at the next scheduled time and runs normally.
- B. The scheduler starts another run at the next scheduled time and the run stops at the activity that had an error previously.
- C. The scheduler waits 24 hours before starting the next run based on the next scheduled time.
- D. The scheduler does NOT start another run until the workflow is restarted.

Answer: D

NO.3 What are two ways to use seeds in a campaign? (Choose two.)

- A. internal audience
- B. content reviewer
- C. proof target
- D. reply-to address

Answer: B,C

Reference:

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

NO.4 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. rename the parent folder
- C. edit the plan properties and select a different parent folder
- D. drag and drop the Marketing Plan to a new folder

Answer: D

NO.5 A large 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 the out of the box control group functionality with Random Sampling and Data Grouping.
- B. Use a query activity to obtain the target population and send to a split activity to remove each age group with record count limitation set as random.
- C. Modify the target population query to not include the control group.
- D. Use a query activity to query the target population and another query activity to obtain the desired control group. Then use an exclusion activity to get the exclusive target.

Answer: B

NO.6 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. Combine the two workflows together
- B. Remove the staging table because there is no need for temp storage
- C. Use JavaScript to call a Signal in Workflows B instead of a time-based schedule
- D. Adjust the scheduled run to ensure there is no overlap

Answer: D

NO.7 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. Type the address into the "To:" section
- B. Pick any email address and use the preview to see what it looks like
- C. Add the email to a seed list
- D. Go through the standard process for adding recipients

Answer: A

NO.8 Why might a Practitioner change the filtering dimension in a query?

- A. to return records other than Recipients
- B. to specify filtering conditions
- C. to make the query more efficient
- D. to execute a left outer join

Answer: B

Reference:

<https://forums.adobe.com/thread/2371721>