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Exam : **AD0-E307**

Title : Adobe Campaign Standard
Business Practitioner

Vendor : Adobe

Version : DEMO

NO.1 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 process will continue without approval if one has been provided before expiry
- B. The campaign process will not proceed if both the first and seconds approvers do not provide inputs before expiry
- C. The input of just the first approver is required in order for the process to continue onto the next activity
- D. The process waits indefinitely for inputs from both approvers before moving to the next activity

Answer: B

NO.2 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 a delivery activity to select the random sample and it will be posted the delivery logs
- B. Use the workflow properties to configure the random sample and it will be posted to the folder
- C. Use a split activity to select the random sample and a list update activity to house the sample
- D. Use a query activity to select the random selection and a list update activity to house the sample

Answer: D

NO.3 How should a campaign business practitioner test that dynamic content in delivery displays properly?

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

Answer: A

NO.4 What are two reasons to include the email address when importing a list of contacts? (Choose two.)

- A. to populate the reconciliation key
- B. to send a confirmation email
- C. to meet legal requirements
- D. to update the primary key field

Answer: B,D

NO.5 What are two uses of an Exclusion activity in a campaign workflow? (Choose two.)

- A. to prioritize contacts with the campaign target
- B. to present exclusive offers in an upsell campaign
- C. to suppress Recipient on a prior contact list
- D. to obtain an accurate population count before Delivery

Answer: A,C

NO.6 How should a campaign business practitioner send a proof to a seed list?

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

Answer: C

NO.7 What type of workflow should be used to update the recipient schema from a weekly text file of mailing address changes?

- A. A data workflow
- B. A technical workflow
- C. A targeting workflow
- D. A campaign workflow

Answer: B

NO.8 Which best practice should a user take to move an improperly placed campaign into the correct program folder?

- A. Click and drag the campaign into the appropriate program
- B. Select the correct program dropdown in the campaign edit tab
- C. Recreate the campaign in correct program
- D. Rename the improper program location to the appropriate program

Answer: B

NO.9 Which three factors can be tested in an email preview prior to executing the delivery? (Choose three.)

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

Answer: B,C,D