CERTTREE

QUESTION & ANSWER

Exam   :   **AD0-300**

Title   :   Adobe Campaign Business Practitioner

Version   :   DEMO

1.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. Highest Click through rate
B. Lowest unsubsubscribe rate
C. Highest open rate
D. Lowest activity rate
Answer: A

2.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 in correct program
C. Select the correct program dropdown in the campaign edit tab
D. Click and drag the campaign into the appropriate program
Answer: C
Explanation:
Reference: https://docs.campaign.adobe.com/doc/AC/en/
PTF_Administration_basics_Access_management.html

3.A user is assigned to the administrator group (which has full access) and a developer access (which has
restricted access).
What is the result?
A. Based on administrator access, the user does NOT have any limitations
B. The user is unable to perform any tasks in the instance until the contradiction is fixed
C. An error is produced because this is NOT a compatible configuration
D. The user is limited to the rights granted to the Developer group
Answer: A

4.In which three execution status states can a campaign business practitioner start a workflow? (Choose
three.)
A. Finished
B. Being Edited
C. Paused
D. Error
Answer: ABC
Explanation:
Reference: https://docs.campaign.adobe.com/doc/AC/en/
WKF__General_operation_Executing_a_workflow.html

5.For which reason does a fork activity produce an error?
A. The fork has no inbound transition
B. The fork's outbound transition are out of sequence
C. The fork has an inbound transition that has zero results

D. The fork's outbound transition has no connected activity

Answer: D