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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