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Exam : AD0-E302

Title : Adobe Campaign Standard Business Practitioner

Version : DEMO

1.Why should a campaign business practitioner add a compliment to a split?
A. To analyze the order of the split selection
B. To analyze records remaining from the split
C. To analyze rejected records
D. To analyze content selected in the split
Answer: B

2.What is the benefit of using the direct mail delivery step instead of a data extraction step?
A. The delivery step allows for personalization
B. The delivery step logs data to contact history
C. The delivery step sends the file to the configured vendor.
D. The delivery step allows for a preview of the direct mail piece.
Answer: C

3.In a campaign workflow, how should a Business Practitioner ensure that Adobe Campaign retains data between intermediate activities?
A. by selecting "Log SQL queries in the journal" option in the workflow properties
B. by displaying the target at each step in the workflow
C. by storing data passed between activities to temporary worktables
D. by selecting the "Keep the results of interim populations between two executions" option in the workflow properties
Answer: D
Explanation:
Reference:
https://docs.campaign.adobe.com/doc/AC/en/WKF__General_operation_Executing_a_workflow.html

4.Which filtering dimension should a Practitioner use to identify responders in a cross-channel campaign?
A. tracking logs
B. exclusion logs
C. delivery logs
D. approval logs
Answer: A

5.A Practitioner’s team learns that Gmail has modified its spam filtering criteria.
How should the Practitioner use the client console to obtain the percentage of users that have been affected by this change?
A. use "Counters" within "Platform" selection in the Navigation hierarchy
B. use "Aggregates" functionality within Production – Objects created automatically
C. export the list of the recipients to Excel and create a formula to calculate the required percentage
D. filter the Recipient dataset based on emails that contain the string "gmail" and divide by total number of Recipients
Answer: D