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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](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>