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# **Q&A**

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**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](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](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**