

# Adobe AD0-E307

**Adobe Campaign Standard Business Practitioner**

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# Latest Version: 6.0

## Question: 1

A practitioner has created an approval activity in a workflow. The multiple approval option is selected. The approval activity is assigned to a group of two operators. One of the operators approves the request and the other rejects. Which branch of the approval activity is run?

- A. The No Branch is run.
- B. Neither Branch is run.
- C. The Yes Branch is run.
- D. Both the Yes and No Branch are run.

**Answer: C**

## Question: 2

What are two ways to use seeds in a campaign? (Choose two.)

- A. reply-to address
- B. content reviewer
- C. proof target
- D. internal audience

**Answer: BC**

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)

## Question: 3

A Practitioner enters the install URL in a browser window. What should occur next?

- A. The Practitioner is redirected to the download page.
- B. The Adobe Campaign Client console opens.
- C. A blank page is displayed.
- D. The Practitioner is prompted to log in.

**Answer: D**

Reference: <https://docs.campaign.adobe.com/doc/AC/en/>

### Question: 4

From which screen on the client should the Business Practitioner approve the targeting of an email delivery in an email campaign?

- A. from the Campaign Dashboard
- B. None. You must open the mail and approve on the website
- C. from the Approval Dashboard
- D. from the Home Screen

**Answer: B**

### Question: 5

A Business Practitioner is sending an email to the general public.  
How does the Statistic 'Distinct opens for the population reached' compare to the actual number of recipients that opened the email?

- A. shows the same number or a higher number
- B. shows the same number or a lower number
- C. shows the exact number once the tracking workflow is run
- D. depends on the deliverability

**Answer: A**

Reference: <https://help.moosend.com/hc/en-us/articles/208137395-What-is-the-difference-between-Uniqueand-Total-Opens->

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