



Adobe AD0-E307 Practice Questions

Shared by McGee on 19-08-2026

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Question 1

Question Type: MultipleChoice

A summary of the deliveries report shows that 25% of messages were rejected by exclusion rules.

Which aspect of the campaign needs improvement?

Options:

- A- creative
- B- subject line
- C- segmentation
- D- channel selection

Answer:

C

Question 2

Question Type: MultipleChoice

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?

Options:

- A- Pick any email address and use the preview to see what it looks like
- B- Go through the standard process for adding recipients
- C- Type the address into the "To:" section
- D- Add the email to a seed list

Answer:

C

Question 3

Question Type: MultipleChoice

A Business Practitioner has a delivery with two links sent to 100 recipients:

80 messages reached the box

40 Recipients opened the delivery

20 Recipients clicked on at least one link

What was the reactivity?



Options:

- A- 40%
- B- 20%
- C- 25%
- D- 50%

Answer:

C

Question 4

Question Type: MultipleChoice

How would you ensure a delivery is NOT sent to multiple recipients with the same email address?



Options:

- A- Place a deduplication activity prior to the delivery
- B- Place a union activity prior to the delivery
- C- Place a change dimension activity prior to the delivery
- D- Place a split activity prior to the delivery

Answer:

A

Question 5

Question Type: MultipleChoice

A new sample file is needed for a data loading process with a new layout. You have clicked auto detect format.

What step you should take?

Options:

- A- Load a file from your local machine to test the format
- B- Verify the file format, specifically date formats that need to be set correctly
- C- You can move forward, auto detect formats the file properly
- D- You should create a new data loading process and leave the original intact for future use

Answer:

B

Question 6

Question Type: MultipleChoice

Which three tasks could a campaign business practitioner do to view a personalized version of a delivery?

(Select three.)

Options:

- A- Utilize the test personalization option
- B- Send a proof of the delivery
- C- Analyze the delivery after creating it
- D- Send the email to seed a list to compare

Answer:

A, B, C

Question 7

Question Type: MultipleChoice

During an investigation, a business practitioner modifies workflows properties to keep the results of interim

populations between two executions. What is the purpose of this step? (Choose two.)

Options:

- A- To export data that is passed between two activities in the workflow
- B- To configure the schema of the data that is passed between two activities in the workflow
- C- To modify the data that is being passed between two activities in the workflow
- D- To add filtering criteria to data that is being passed between two activities in the workflow
- E- To save data created with each run of the workflow to a list

Answer:

D, E

Explanation:

WKF__General_operation_Executing_a_workflow.html



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