Adobe Campaign Business Practitioner
Adobe Certified Expert Exam Guide

Exam number: AD0-300

About Adobe Certified Expert Exams

To be an Adobe Certified Expert is to demonstrate expertise in helping clients realize value in an Adobe solution.

Adobe's Certification exams follow industry-accepted procedures to ensure validity and reliability. We work with industry experts to create our exams, which represent real-world requirements and objectives for the job roles we certify.

This guide is designed to provide the recommendations needed to prepare for your Adobe Certified Expert exam, and help you determine when you are ready to take the exam. It will outline the knowledge and skills required of a "minimally qualified candidate" for a specific job role, which will be evaluated in the exam.

How is the Campaign Business Practitioner Exam Structured?

- Number of questions: 54

- Time limit: 85 minutes
- Passing score: All Adobe exams are reported on a scale of 300 to 700. The passing score for each exam is 550. For more information about scaled scoring, visit the [FAQs.](#)

How Do I Register for the Exam?

Our exams are delivered worldwide by PSI.

- Exam name: Adobe Campaign Business Practitioner

- Exam number: AD0-300

- Exam cost: $180 (US Dollars)

To register for the exam at a PSI testing center:

1. Visit Adobe's [credential management system](#) logon page. The logon requires that you have an Adobe ID. If you do not have an Adobe ID, click the link for "Get an Adobe ID"

2. After logging on, If you have never taken an Adobe exam before, you will be instructed to create a Profile. After creating your Profile, you will be instructed to update your opt-in Settings..

3. Once logged on, click "Home" then click "Schedule your exam at PSI."

4. You will be directed to a new page within CertMetrics where you will click "Click here to log in to PSI."

5. You will be taken to a page hosted by our exam delivery vendor, PSI, that displays the available exams

6. Scroll through the list of available exams and press the "Schedule Exam" button for the exam you want to take.

7. Select a delivery mode for your exam by choosing either "Test Center" or "Remote Online Proctored Exam."

8. Select your exam language to see options for your exam.

9. Select an available date and start time.

10. Confirm schedule details to receive a booking confirmation.

11. Proceed to payment.

12. After payment is successful, you will receive an email confirmation your registration details and a receipt.

What topics are covered on the Adobe Campaign Business Practitioner exam?

The tasks measured on the exam are grouped into the following domains:

- Campaign Management
- Workflow Management
- Data Management
- Delivery Management
- Reporting
- Administration

Within each domain, there are specific tasks that you should be able to perform as an Adobe Campaign Business Practitioner:

- **Campaign Management**
  You should be able to create campaigns, configure campaigns, and determine the correct campaign template.

- **Workflow Management**
  You should be able to interpret campaign requirements and setup approvals. You should also be able to solve workflow errors and determine a correct design for a marketing workflow. You should be able to build technical workflows and also execute workflows.

- **Data Management**
  You should be able to import data, export data, and perform data investigations. You should also be able to build lists and configure a predefined filter.

- **Delivery Management**
  You should be able to create and configure deliveries. You should also be able to correct proofs for approvals, interpret deliver audits, and deploy a delivery.

- **Reporting**
  You should able to identify the steps required to generate delivery reports, determine the appropriate report(s) to generate, and interpret campaign reports.

- **Administration**

  You should be able to manage users and folder structures.

Distribution of content covered on the exam:

The questions on the exam are distributed as follows for each domain. (Note: each question carries the same weight and there is no partial credit for any question)

Domain	Percent of Exam
Campaign Management	17%
Workflow Management	33%
Data Management	15%
Delivery Management	23%
Reporting	10%
Administration	2%

The Adobe Campaign Business Practitioner job role

This exam is designed for individuals who are currently performing or have previous work experience with the job responsibilities of an Adobe Campaign Business Practitioner.

The Minimally Qualified Candidate (MQC)

To pass the exam, you must possess the minimum level of knowledge, skills, and abilities required of an Adobe Campaign Business Practitioner, which are outlined below.

Adobe Campaign Business Practitioner you should be able to perform the following tasks without any assistance:

- Translate campaign requirements into an actionable workflow
- Create delivery, campaign, control groups, and seed templates
- Configure enrichments
- Create read lists
- Control user access
- Manipulate data for use in a campaign (external or internal data)
- Extract data from tools
- Explain set theory
- Interpret out-of-the-box reports
- Use descriptive analysis or query analysis tools
- Explain how data is brought into the environment
- Explain what personalization blocks are used for

- Interpret the journal logs
- Configure targeting, delivery, and flow control activities within the Adobe Campaign workflow
- Pre-define filters
- Explain the difference between a targeted dimension and a filtering dimension and how to use them
- Configure a multi-touch retargeting campaign
- Trigger or an automation campaign
- Analyze a delivery and send proofs
- Monitor deliveries to determine deliverability issues
- Set-up approvals
- Manage typologies
- Explain cadences
- Install and set-up of configurations on desktop
- Maintain folder structure of plans and programs
- Implement campaign tactics in the workflow (e.g. identifying responders, and identifying buyers)
- Import and export lists

You should also be familiar with Microsoft Excel, text editing software, compression software such as WinZip, connecting to FTP/SFTP servers.

What is the typical job experience for minimally qualified candidates taking this exam?

A minimally qualified Adobe Campaign Business Practitioner typically has the following work experience:

- A of minimum 2+ years' experience with a marketing campaign automation tool with a minimum 1 year experience with Adobe Campaign.
- A minimum of 1+ year relational database skills.

The MQC will have experience working in a channel delivery environment (email, direct mail, mobile, and social). The MQC is familiar with marketing campaign tactics such as multi-touch, life cycle, and reactivation. The MQC understands marketing metrics such as ROI, click-through rates, and conversion. The MQC is aware of and can conform to ethical and legal guidelines for marketing (e.g., CAN-SPAM)

What training is available to help me prepare for the exam?

Is training required?

You are not required to complete training before taking the exam; however, training can significantly increase your knowledge of and skills with Adobe Campaign. It is important to note that training alone will not provide you with the knowledge and skills required to pass an exam. Successful, on-the-job experience is critical to providing you the knowledge needed to pass the exam.

Training for Adobe Partners

A variety of training and resources are available for Adobe Solution Partners. To access these resources, you will need to login to the Solution Partner Portal with your Adobe ID and visit the Training landing page. From there you can select your solution of interest and access on-demand, instructor led, and onsite training options.

- On-demand Training: All Partners have access to on-demand training resources for sales, technical and delivery roles. This includes self-paced learning modules, eSeminar videos, quizzes, exams, and test outs to help measure comprehension - All at no cost!

- Virtual Instructor Led Training: Partners at the Business and above levels can access Virtual Instructor Led Training through the learning management system. These trainings are 100% subsidized.

- In-person Instructor Led Training: Partners also have access to training delivered through Adobe Digital Learning Services (ADLS). Adobe Digital Learning Services offers comprehensive, hands-on courses across all job roles. Learn from Adobe experts in a virtual classroom or live in-person at any Adobe training center globally. Courses come with a cost and Partners receive a discount (15-30%) based on their Partner level in the Solution Partner Program.

- On-site Training: Get your team up-to-speed quickly with on-site training where we can come to your location or you can bring your team to one of our training centers. Adobe Digital Learning Services offers flexible, convenient instructor-led training for teams virtually or in-person. Content can be customized to match your unique learning requirements.

Partners also have access to Certification Learner Journeys, Certification Paths, and free Certification Prep courses. Please visit the Solution Partner Portal Certification page to access these valuable resources.

Not registered for the Solution Partner Portal? Please follow these instructions to get registered.

How do I know if I am ready to take the exam?

Nothing can guarantee that you will pass your test, however; the more practical work experience you have and the more training you complete, the better your chances are to pass the test. Use the self-assessment preparation worksheet (below) to evaluate your level of readiness.

On-the-Job Experience

Since Adobe exams measure knowledge and skills for a specific job role, one of the best ways to prepare for the exam is to ensure you have the minimum work experience, as described in this guide.

Self-Assessment Preparation Worksheet

Use the following worksheet to review the exam topics, and assess your own readiness. If you need to prepare more for a certain topic, determine if you need training, on the-job-experience, or both.

Topic	Yes	No
Campaign Management		
I can create campaigns		
I can configure a campaign		
I can determine the correct campaign template to use		
Topic	**Yes**	**No**
Workflow Management		
I can interpret campaign requirements		
I can set up approvals		
I can solve workflow errors		
I can determine a correct design for a marketing workflow		
I can build technical workflows		
I can execute workflows		
Topic	**Yes**	**No**
Data Management		
I can import data		
I can export data		
I can perform a data investigation		
I can build lists		
I can configure a predefined filter		
Topic	**Yes**	**No**
Delivery Management		
I can create deliveries		
I can determine how to configure a delivery		
I can identify the correct proofs for approvals		
I can analyze and interpret delivery audits		

Topic	Yes	No
I can deploy a delivery		
Reporting		
I can identify the steps required to generate delivery reports		
Given a scenario, I can determine the appropriate report(s) to generate		
I can deploy a delivery		
Topic	**Yes**	**No**
Administration		
I can manage users		
I can manage folder structures		

Sample questions

Try out these practice questions to get a feel for the types of questions on the exam. Please note that **your performance here does not indicate how you will do on the actual exam**. To fully prepare for the exam, closely review the topic areas and objectives in this Exam Guide. You will find the correct answers at the end of the exam guide.

1. **A new user must create, edit, and test personalization blocks for email campaigns. To which operator group should the new user be assigned?**

   A. Content contributor operator group.

   B. Campaign management operator group.

   C. Workflow operator group.

   D. Delivery operator group.

2. **How should a Campaign Business Practitioner schedule a recurring campaign with multiple workflows and multiple deliveries?**

   A. Use a scheduler activity in the workflows

   B. Use the execution schedule in the campaign

   C. Use wait activities in the workflows

   D. Use the deliveries' schedule properties

3. **If a request is to only send to signups within the past 30 days, what is the best rationale for using incremental query instead of a standard query and scheduler in a workflow?**

   A. To contact recipients only once during a given time period.

   B. To query and send to recipients in one activity as opposed to two.

   C. To query a schema with recipients unavailable in a standard query.

   D. To query recipients on a daily basis, which is an option not available in a scheduler activity.

4. **Part of a campaign request is to provide counts for each customer target group in a campaign. Which is the best approach to build a workflow to accommodate this request?**

   A. Build the workflow normally and combine code regardless of the request.

   B. Use individual processes within a workflow to count each segment and show a trickle down of records.

   C. Build individual workflows per target group.

   D. Recommend that this information should be pulled from outside the campaign tool.

5. **A user tries to upload a duplicate local file to the campaign server in the data loading activity. What is the result?**

   A. The file overwrites the existing file on the server.

   B. The file upload step shows the file already exists and it has NOT been updated.

   C. The file is created with a numeric extension and treated as a new file.

   D. The file upload activity fails.

6. **An Update process fails due to a duplicate ID error. What is the first step a Campaign Business Practitioner should take to determine the root cause?**

    A. Contact an Administrator for assistance as this is most likely related to bad data being imported
    B. Analyze the logic in each process box of the workflow to validate the code being used as this is most likely a logic issue
    C. Right-click and display the target of the population, add columns to analyze the IDs, and add columns to assess a possible cause
    D. Add a deduplication process to the workflow and run it again, this will eliminate the need to investigate future issues

7. **Which element should always be included in the content of an email delivery?**

    A. A mirror link and unsubscribe link
    B. Personalized content in the body
    C. Vanity URLs
    D. HTML scripting for the body

8. **A Campaign Business Practitioner must configure a delivery to ensure an email goes to all recipients identified in a workflow regardless of email status. What should the Campaign Business Practitioner do to meet this requirement?**

    A. Create the entire targeted recipients as a seed list and configure delivery to include this seed list as part of the delivery's targeting population.
    B. Include any blacklisted recipients as a proof target and add them to the delivery.
    C. Configure the email delivery's email parameters to edit the exclusion settings to allow blacklisted recipients into the targeting population.
    D. Create a list of blacklisted recipients and include this list as part of the delivery's targeting population.

9. **Which two results does the Breakdown of Opens report display? (Choose two.)?**

    A. Breakdown of opens by email domain
    B. Breakdown of opens by day
    C. Breakdown of opens by browser
    D. Breakdown of opens by device

10. **In which two situations would an end user NOT see the same folders as a colleague when working in Adobe Campaign. (Choose two.)**

    A. The user may have different access rights than the colleague
    B. The user may be using an older version of the client than the colleague
    C. The user may be logged into a different instance than the colleague

D. The user may have a different connection zone than the colleague

Answer key

Try out these practice questions to get a feel for the types of questions on the exam. Please note that **your performance here does not indicate how you will do on the actual exam**. To fully prepare for the exam, closely review the topic areas and objectives in this Exam Guide. You will find the correct answers at the end of the exam guide.

1. **To which operator group should the new user be assigned?**

Correct Answer: D - Delivery operator group.

2. **How should a Campaign Business Practitioner schedule a recurring campaign with multiple workflows and multiple deliveries?**

Correct Answer: A - Use a scheduler activity in the workflows

3. **…what is the best rationale for using incremental query instead of a standard query and scheduler in a workflow?**

Correct Answer: A - To contact recipients only once during a given time period.

4. **Which is the best approach to build a workflow to accommodate this request?**

Correct Answer: B - Use individual processes within a workflow to count each segment and show a trickle down of records.

5. **A user tries to upload a duplicate local file to the campaign server in the data loading activity. What is the result?**

Correct Answer: B - The file upload step shows the file already exists and it has NOT been updated.

6. **What is the first step a Campaign Business Practitioner should take to determine the root cause?**

Correct Answer: C - Right-click and display the target of the population, add columns to analyze the IDs, and add columns to assess a possible cause

7. **Which element should always be included in the content of an email delivery?**

Correct Answer: A - A mirror link and unsubscribe link

8. **What should the Campaign Business Practitioner do to meet this requirement?**

Correct Answer: C - Configure the email delivery's email parameters to edit the exclusion settings to allow blacklisted recipients into the targeting population.

9. **Which two results does the Breakdown of Opens report display? (Choose two.)?**

Correct Answers: C - Breakdown of opens by browser
               D - Breakdown of opens by device

10. **In which two situations would an end user NOT see the same folders as a colleague when working in Adobe Campaign. (Choose two.)**

Correct Answer: A - The user may have different access rights than the colleague

C - The user may be logged into a different instance than the colleague

Support

For information on certification visit the Solution Partner Portal website. To contact us, please send an email to Certification Support.