

AD0-E301^{Q&As}

Campaign Standard Developer

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QUESTION 1

Which two component categories are used to filter data in a report? Choose two.

- A. Population
- B. Metrics
- C. Period
- D. Segments
- E. Targets

Correct Answer: BC

QUESTION 2

Which data on sent emails does the Delivery statistics table contain?

- A. Sent, Delivered, Bounces, Errors
- B. Sent, Delivered, Bounces, Retries
- C. Sent, Delivered, Bounces, Clicks
- D. Sent, Delivered, Unique opens

Correct Answer: A

QUESTION 3

What three steps are needed to set up the double opt-in process? Choose three.

- A. Create a new recurring delivery.
- B. Set blacklist field of the Profile to false on double opt-in confirmation.
- C. Create a new transactional message.
- D. Create a confirmation landing page based on the Blacklist template or the Subscription template.
- E. Set blacklist field of the Profile to true on double opt-in confirmation.
- F. Create a confirmation landing page based on the Profile acquisition template or the Subscription template

Correct Answer: BCF

QUESTION 4

What are two possible ways of sharing reports? Choose two.

- A. Sending reports to Campaign users as a one-time email
- B. Sending Email proofs to Campaign users
- C. Sending reports to Campaign users on a recurring basis
- D. Sending reports to any valid email address Exporting and sharing PDF reports

Correct Answer: AC

QUESTION 5

What are the two steps a developer must do to set up a key-based authentication in order to transfer files to the Adobe-hosted SFTP? Choose two.

- A. Request Adobe support to whitelist IP addresses.
- B. Upload a private key in the external account configuration.
- C. Upload a public key in the external account configuration.
- D. Provide the public key to Adobe support to have it uploaded to the SFTP server.
- E. Provide the private key to Adobe support to have it uploaded to the SFTP server.

Correct Answer: AD

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