

AD0-E301^{Q&As}

Campaign Standard Developer

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QUESTION 1

What are the two steps involved in creating a custom delivery template? Choose two.

- A. Create a template using the Create button
- B. Modify an out-of-the-box template
- C. Reference it in the delivery
- D. Configure the template
- E. Duplicate an existing template

Correct Answer: DE

QUESTION 2

How are custom fields of an extended resource prevented from conflicting with out-of-the-box fields?

- A. The developer configures a custom namespace for all resources
- B. Campaign Standard appends a counter to the extended field name
- C. Campaign Standard automatically generates a prefix to the extended field name
- D. The developer configures the navigation screens for each custom resource

Correct Answer: C

QUESTION 3

During a business process, which activity would trigger an event transactional message?

- A. Create event API and publish it.
- B. An external event matching the internal RT event name hits the Message Center Execution.
- C. Personalize the message, test it, and publish it.
- D. After a Workflow completes, the transactional message service is triggered.

Correct Answer: B

QUESTION 4

One of the feed files contains a column '\\OptIn flag\\' which has string values "Yes", "No" and blank. But the destination column in the custom resource is defined as a Boolean.

How do we insert the data into this specific column?

- A. Use value remapping to convert String to Boolean
- B. Have three different branches in the workflow so you can use hard-coded values
- C. Use an expression to convert String to Boolean
- D. Use the function to Boolean to convert the value

Correct Answer: A

QUESTION 5

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

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