# AD0-E301^Q&As

## Campaign Standard Developer

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**QUESTION 1**

A customer is sending an email delivery that needs to offer a 30% discount to their premium profiles, and a 20% discount to the remaining profiles of the targeted audience. How would you best approach this requirement?

A. Create a visibility condition that displays the 30% discount to premium profiles only.

B. Create one delivery targeting premium profiles and one delivery targeting non-premium profiles.

C. Create dynamic content with one condition that displays the 30% discount to premium profiles.

D. Create a visibility condition that displays the 20% discount to non-premium profiles only.

Correct Answer: C

**QUESTION 2**

When are email addresses qualified as Quarantines? Choose two.

A. In case of Blacklisting, immediately

B. In case of Ignored errors, if marked by a user

C. In case of Invalid addresses, immediately

D. In case of Soft errors, after the counter threshold is exceeded

E. In case of Hard errors, immediately

Correct Answer: AC

**QUESTION 3**

Every week, new data files are uploaded to the Adobe hosted SFTP server. What is the maximum time limit that files remain on the SFTP server?

A. 30 days

B. 15 days

C. 20 days

D. 25 days

Correct Answer: B

**QUESTION 4**

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 5**

What two activities are required to import a list of contacts from an Amazon S3 bucket into a workflow? Choose two.

A. External signal

B. Transfer file

C. Load file

D. Extract file

E. Update profile

Correct Answer: BC

**QUESTION 6**

What is needed to verily that a landing page which is blacklisting an email channel for a profile, is working?

A. A test profile subscribed to a service

B. A test profile

C. A profile

D. A blacklisted profile

Correct Answer: D

**QUESTION 7**

How will you write a query to target all profiles that have been created in the current month and year?

A. Year(@created) = Year(FindDateQ) AND Month(@created) = Month(FindDateO)

B. Year(@created) = Year(GetDateO) AND Month(@created) = Month (Get Date ())

C. Year(@created) = Year(TodayDate()) AND Month(@created) = Month(TodayDate{})

D. Year(@created) LIKE Ye a r (Get Date 0) AND Month(@created) LIKE Month(GetDateO)

Correct Answer: B

## QUESTION 8

What are two possible reasons for a workflow to have a "Paused" status? Choose two.

A. There is a Wait activity in the workflow and the workflow is waiting for the specified period of time before proceeding.

B. The Execution property of a task in the workflow is set to "Enable but do not execute".

C. An Email delivery activity added to the workflow has no inbound event.

D. There is a Scheduler activity in the workflow and the workflow is waiting for the scheduled time to execute.

E. The selection criteria in the workflow returned no recipients to target.

Correct Answer: BC

## QUESTION 9

Which configuration would allow a client to create a user that can access their French (FR) business unit but not allow them access to German (DE) campaigns:

A. 1. Create new Security Groups named "FR Operators" and "DE Operators"

2.

 Map all FR marketing activities to "FR Operators" Security Group

3.

 Map the user to "FR Operators" group

B. 1. Create new Org Units named "FR" and "DE"

2.

 Create new Security Groups named "FR Operators" and "DE Operators"

3.

 Map Security groups to "FR" and "DE" Org Units, respectively

4.

 Map all FR marketing activities to "FR" Org Unit

5.

 Map the user to "FR Operators" group

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C. 1. Create a new Org Unit named "EU"

2.

 Create new Security Groups named "FR Operators" and "DE Operators"

3.

 Map Security groups to "EU" Org Unit

4.

 Map all marketing activities to "EU" Org Unit

5.

 Map the user to "FR Operators" group

D. 1. Create new Org Units named "FR" and "DE"

2.

 Map all FR. marketing activities to "FR" Org Unit

3.

 Map the user to the "FR" Org Unit

Correct Answer: B

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**QUESTION 10**

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

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