



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

For what two types of data is it best practice to export using the package export process? Choose two.

- A. Profile
- B. Content Templates
- C. Logs
- D. Business Data
- E. Workflows

Correct Answer: BE

QUESTION 3

For which reason would you configure a test profile for usage as a trap?

- A. to check the message before sending the finalized delivery
- B. to preview a message to test the personalization elements
- C. to check the way a message is displayed on a variety of email clients
- D. to identify whether your client file is being used fraudulently

Correct Answer: D

QUESTION 4

When should you create a content fragment?



- A. When dynamic content will be referenced in multiple emails
- B. When dynamic content will be referenced in only one email
- C. When fixed content will be referenced in only one email
- D. When reusable content will be referenced in multiple emails

Correct Answer: D

QUESTION 5

You want to export a file containing the Label value for all created emails. Which out-of-the-box resource do you need to query in the Export Activity?

- A. Campaign
- B. Messages
- C. Delivery
- D. Logs

Correct Answer: B

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