



AD0-E301^{Q&As}

Campaign Standard Developer

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**QUESTION 1**

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 2

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 3

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 4

How do you enable notifications on workflows?

- A. Configure a security group and a notification template that should be used when the workflow is in error.
- B. Select the "Workflow status error" checkbox under Notifications in the workflow properties.
- C. Configure a security group as supervisor in the workflow properties.
- D. Enable the "Workflow notifications" checkbox under Administration > Application Settings > Workflows.

Correct Answer: C

QUESTION 5

What is needed to verify 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

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