



AD0-E301^{Q&As}

Campaign Standard Developer

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QUESTION 1

Which workflow activity allows you to define additional data to process in your workflow, create links to a temporary resource, and combine data coming from multiple sets?

- A. Reconciliation
- B. Intersection
- C. Union
- D. Enrichment

Correct Answer: D

QUESTION 2

Can you view proof sendouts for a delivery?

- A. Yes, you can if the Email rendering option is not selected in the delivery dashboard.
- B. No, you cannot view the proof sendouts.
- C. Yes, you can, in the reporting dashboard.
- D. Yes, you can, using the Proofs option from the dropdown list in the delivery dashboard.

Correct Answer: D

QUESTION 3

Your customer wants to pull delivery content from Adobe Experience Manager. Which two values are required to set up the Integration account? Choose two.

- A. Receiver port
- B. Receiver set
- C. Receiver account and password
- D. Encryption type
- E. Activation mode

Correct Answer: BC

QUESTION 4

What are key considerations when planning data model changes? Choose two.



- A. The data model can be restored to a previous state after publish is complete.
- B. Data in removed columns will be deleted from the database.
- C. Data in removed columns can be retrieved if the data model is restored.
- D. Field names may be reset to default values.
- E. Data may be lost if the data type for the column has been changed to an incompatible type.

Correct Answer: BE

QUESTION 5

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

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