AD0-E301^{Q&As}

Campaign Standard Developer

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QUESTION 1

A client wants to be able to set up a landing page to capture renewal dates for known profiles that have received an email with a link to the page. Which landing page template should they use?

A. Subscription

B. Acquisition

C. Generic

D. Unsubscription

Correct Answer: A

QUESTION 2

What are the two steps a developer must do to set up a key-based authentication in order to transfer files to the Adobe-hosted SFTP? Choose two.

A. Request Adobe support to whitelist IP addresses.

B. Upload a private key in the external account configuration.

C. Upload a public key in the external account configuration.

D. Provide the public key to Adobe support to have it uploaded to the SFTP server.

E. Provide the private key to Adobe support to have it uploaded to the SFTP server.

Correct Answer: AD

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

Your client wants an automatic export of new logs every day. What is the correct sequence to achieve this?

A. Incremental Query, Extract file, Transfer file

B. Scheduler, Incremental Query, Transfer file. Extract file

C. Incremental Query, Transfer file. Extract file

D. Scheduler, Incremental Query, Extract file. Transfer file

Correct Answer: D

QUESTION 5

What is the benefit of using content fragments?

A. They help standardize branding by creating reusable content to maintain consistency across marketing campaigns.

B. They can be used to add personalization fields to the email content.

C. They can be used to add structure components to shape the email.

D. They can be used to customize emails, and maintain styling and display characteristics of landing pages.

Correct Answer: A

QUESTION 6

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 7

Which three components does an administrator use to restrict access? Choose three.

A. Security groups

B. Roles

C. Organizational units

D. Licenses

E. Sys filters

F. Named rights

Correct Answer: ABC

QUESTION 8

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 9

A customer wants a reader-friendly list view of their imported transaction data. Which three can you configure to achieve the requirement? Choose three.

A. Customize the displayed record title with a combination of fields and/or expression

B. Modify the order of the fields displayed in the list

C. Specify the fields to be taken into account in the text search

D. Add an element to display the title of a linked resource

E. Add an element to display a field from a linked custom resource

Correct Answer: ABC

QUESTION 10

On a monthly schedule, a Marketer wants to send four emails to profiles that are age 40 and under, and two emails to the rest of the profiles. How would you implement this?

A. Create a filtering rule with a value lif (@age