AD0-E301^{Q&As}

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Campaign Standard Developer

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QUESTION 1

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 2

Which data on sent emails does the Delivery statistics table contain?

A. Sent, Delivered, Bounces, Errors

B. Sent, Delivered, Bounces, Retries

C. Sent, Delivered, Bounces, Clicks

D. Sent, Delivered, Unique opens

Correct Answer: A

QUESTION 3

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 4

A client wants to modify the profile resource to have two new fields, Job Title and Manager. The value in the field, Job

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Title, should be editable from within the UI while the value in the field, Manager, should be read-only.

What type of interface element should be selected for the two new fields?

A. Job Title must be of type Value while Manager must be of type Read-only

B. Job Title must be of type Input Field while Manager must be of type Read-only

C. Job Title must be of type Value while Manager must be of type Input Field

D. Job Title must be of type Input Field while Manager must be of type Value

Correct Answer: D

QUESTION 5

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 6

Since the addition of a new geographic location to an existing Campaign instance, several users have reported they can no longer log in to Campaign. What is the most likely cause of this issue?

A. The users belong to parallel units which are or the same level in the hierarchy.

B. Adding a new geographic location automatically updates access rights for existing users.

C. The user\\'s access rights cache in the Admin Console must be refreshed for the changes to appear.

D. Users will not be able to connect as they cannot belong to more than one geographical unit at a time.

Correct Answer: D

QUESTION 7

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

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C. Incremental Query, Transfer file. Extract file

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

Correct Answer: D

QUESTION 8

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 9

A technical marketer notices a high number of exclusions. What can the marketer verify in the delivery dashboard? Choose two.

A. the Sending logs tab will display deliveries filtered by typology rules

B. the Exclusion logs tab can display fields like Status, Nature of failure, and the Reason of exclusions

C. the Exclusion causes tab displays the volume (in percentages) of messages that were excluded from the target

D. the Exclusion logs tab lists all the messages that were excluded from the target and specifies the reason for the send failure

E. the Monitoring logs tab can display bounced deliveries and types of bounces

Correct Answer: CD

QUESTION 10

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

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