Adobe

AD0-E303 Exam

Adobe Campaign Classic Architect Exam

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Version: 8.0

Question: 1

Which events would use a Push Event SOAP call of type rtEvent to generate transactional messages from Message Center? Choose the three correct answers.

A. A previously unavailable product is now in stock
B. A web user confirm their order on website
C. A password change confirmation
D. A new web offer is launching which meets the user segmentation criteria
E. An anonymous user abandons a shopping cart
F. A user opts out from emails communications

Answer: B D

Question: 2

How would you optimize email delivery preparation performance? Choose the three correct answers?

A. Do not keep deliveries in failed state on the instance.
B. Keep the maximum size of an email under 100KB.
C. Optimize the performance of the SQL queries by declaring index.
D. Purge inactive recipient in the last 12 months.
E. Send large deliveries in waves.
F. Implement a control typology rule.

Answer: B C

Question: 3

A new project has a requirement integrate campaign Classic user credentials onto the Adobe Experience Cloud creating a single set of credentials across all adobe application. How can this be achieved?

A. Use Federated ID's with an SSO solution
B. Create a technical workflow to replicate ID's across all applications.
C. Create personal Adobe ID;s for all users.
D. Use the Enterprise ID with LDAP.

Answer: A

Question: 4

How should adobe Campaign classic be configured to send messages to a REST-based provider that is not in the list of vendor?

A. Add the new vendor by writing a customer connector in JavaScript
B. Create a custom channel with the workflow activity and supporting JavaScript.
C. Create an external account of type. HTTP repurposed as an SMS connector
D. Use external delivery and post processing workflow to send messages and custom

Answer: C

Question: 5

What are the three security that can be set up for an operator?

A. Open, Restricted and LAN
B. Admin, Internal and User
C. Publish Restricted and Local
D. Internet, VPN and VLAN

Answer: C

Question: 6

Before installing an on-premise Adobe Campaign Classic which three steps must be taken? Choose the correct answers.

A. Estimate Hardware requirements (on-premise)
B. Generate a data model of your database
C. Check deliverability Best Practices
D. Understand Hosting models
E. Learn more about Campaign technical workflows
F. Check on-perm/host limitations

Answer: B E

Question: 7

You have a requirement that requires you to ensure just a specified operations can do packages deployment between the environments. What is the named right needed by these specific operations?

A. File Access
B. Administration
C. Import
D. SQL Script Execution

Answer: B

Question: 8

Which #rd tool is integrated with Adobe Campaign Classic to support deliverability?

A. Ok250
B. ReturnPath
C. Inbox Rendering
D. SpamAssassin

Answer: A

Question: 9

The client da a network of franchise and wants to run central and local marketing capaingn from the same Adobe Campaingn Classic instance. Which module can help to implement this business process?

A. Shares Audience
B. Marketing Resources Management
C. Distributed Marketing
D. Campaign Management

Answer: A

Question: 10

What functionality can business teams use to test the offer distribution belonging to a category or an environment before delivery to recipients?

A. Offers eligibility preview
B. Offer space
C. Offer analysis
D. Offer simulation

Answer: C

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