



AD0-E301^{Q&As}

Campaign Standard Developer

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QUESTION 1

What elements are required to create and publish a new custom resource? Choose two.

- A. Resource ID
- B. Links
- C. Screen definition
- D. Fields
- E. Identification Keys

Correct Answer: AE

QUESTION 2

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 3

In the Client data section, a customer is viewing the Transactions data. While viewing the list, the customer would like to use the default search field to search for product names and transaction dates. What should you do to meet the customer's requirement?

- A. In the Detail screen configuration of the Transactions resource, add the fields to the Advanced filtering.
- B. In the List configuration of the Transactions resource, add the fields to the Simple search.
- C. In the List configuration of the Transactions resource, add the fields to the Advanced filtering.
- D. In the Detail screen configuration of the Transactions resource, add the fields to the Simple search.

Correct Answer: D

QUESTION 4

A list of profiles need to be provided to a third party for modification and subsequently updated in a workflow. Your



profile data does not contain any fields that can be used as a unique identifier for reconciliation.

How do you create a new identifier field for profiles?

- A. Extend the Profile resource and select the "Add automatic ID field"
- B. option Extend the Profile resource and create a new key from existing elements
- C. Extend the Profile resource and create a field with a unique index
- D. Extend the Profile resource and select the "Generate UUID" checkbox

Correct Answer: D

QUESTION 5

A marketer wants to segment an audience across multiple campaigns using the Transactions value held in a separate table named Transactions. A profile can have more than one transaction, and the value may change between segments. How can you make this task easier so the marketer can achieve their goal?

- A. Create a filter for Profiles that selects profiles with a transaction that has a value greater than or equal to a specific value.
- B. Create a filter for Transactions that selects transactions with a value greater than or equal to a specific value.
- C. Create a parameterized filter for Profiles that selects profiles with existing transactions that have a value greater than or equal to a parameter.
- D. Create a parameterized filter for Transactions that selects transactions with a value greater than or equal to a parameter.

Correct Answer: C

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