



AD0-E301^{Q&As}

Campaign Standard Developer

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QUESTION 1

What are two possible ways of sharing reports? Choose two.

- A. Sending reports to Campaign users as a one-time email
- B. Sending Email proofs to Campaign users
- C. Sending reports to Campaign users on a recurring basis
- D. Sending reports to any valid email address Exporting and sharing PDF reports

Correct Answer: AC

QUESTION 2

A customer regularly uses a Query on the eventSubscriptions resource to select all profiles that are subscribed to an event. What is the best practice for creating this Query?

- A. Create a Query on the eventSubscriptions resource and select the email field from the profile link in the explorer view.
- B. Create a filter under Administration > Development > Predefined filters and then select the eventSubscriptions resource. Create a filter containing two parameters: email and event and use it in the Query.
- C. Create a Query on the eventSubscriptions resource and select the email and event fields from this resource in the Shortcuts menu.
- D. Create a new filter definition for the eventSubscriptions resource containing two parameters: email and event and use this filter in the Query.

Correct Answer: B

QUESTION 3

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 4



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 5

When are email addresses qualified as Quarantines? Choose two.

- A. In case of Blacklisting, immediately
- B. In case of Ignored errors, if marked by a user
- C. In case of Invalid addresses, immediately
- D. In case of Soft errors, after the counter threshold is exceeded
- E. In case of Hard errors, immediately

Correct Answer: AC

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