



# AD0-E301<sup>Q&As</sup>

Campaign Standard Developer

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### QUESTION 1

In a multi-lingual email delivery template with three variants specified, how is the profile's language variant determined?

- A. By the profile's geographic location
- B. By the segment where the profile belongs
- C. By the default variant type in the content editor and the profile's preferred language
- D. By the profile's preferred language then by the default variant type in the content editor

Correct Answer: C

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### QUESTION 2

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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### QUESTION 3

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

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### QUESTION 4

During a business process, which activity would trigger an event transactional message?



- A. Create event API and publish it.
- B. An external event matching the internal RT event name hits the Message Center Execution.
- C. Personalize the message, test it, and publish it.
- D. After a Workflow completes, the transactional message service is triggered.

Correct Answer: B

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#### QUESTION 5

What are the two steps involved in creating a custom delivery template? Choose two.

- A. Create a template using the Create button
- B. Modify an out-of-the-box template
- C. Reference it in the delivery
- D. Configure the template
- E. Duplicate an existing template

Correct Answer: DE

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