

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

Campaign Standard Developer

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#### **QUESTION 1**

What are two possible reasons for a workflow to have a "Paused" status? Choose two.

- A. There is a Wait activity in the workflow and the workflow is waiting for the specified period of time before proceeding.
- B. The Execution property of a task in the workflow is set to "Enable but do not execute".
- C. An Email delivery activity added to the workflow has no inbound event.
- D. There is a Scheduler activity in the workflow and the workflow is waiting for the scheduled time to execute.
- E. The selection criteria in the workflow returned no recipients to target.

Correct Answer: BC

#### **QUESTION 2**

Your client wants to import a CSV file including new profiles. However, they do not know what values are used internally for the gender field. Where can you find this information?

- A. Under Administration -> Development -> Diagnosis -> Components -> Profiles -> Source tab
- B. Under Administration -> Development -> Diagnosis -> Data schemas -> Profiles -> Source tab
- C. Under Administration -> Development -> Custom Resources -> Profile -> Data structure > Enumerations
- D. Under Administration -> Development -> Custom Resources -> Profile -> Data structure > Fields

Correct Answer: C

#### **QUESTION 3**

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 4**

How will you write a query to target all profiles that have been created in the current month and year?



- A. Year(@created) = Year(FindDateQ) AND Month(@created) = Month(FindDateO)
- B. Year(@created) = Year(GetDateO) AND Month(@created) = Month (Get Date ())
- C. Year(@created) = Year(TodayDate()) AND Month(@created) = Month(TodayDate{))
- D. Year(@created) LIKE Ye a r (Get Date 0) AND Month(@created) LIKE Month(GetDateO)

Correct Answer: B

### **QUESTION 5**

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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