



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

Campaign Standard Developer

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### QUESTION 1

A client wants to modify the profile resource to have two new fields, Job Title and Manager. The value in the field, Job Title, should be editable from within the UI while the value in the field, Manager, should be read-only.

What type of interface element should be selected for the two new fields?

- A. Job Title must be of type Value while Manager must be of type Read-only
- B. Job Title must be of type Input Field while Manager must be of type Read-only
- C. Job Title must be of type Value while Manager must be of type Input Field
- D. Job Title must be of type Input Field while Manager must be of type Value

Correct Answer: D

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### QUESTION 2

You want to create a link between a custom resource "Office Location" and the Profile resource. Profiles and "Office Location" each contain a six-character alphanumeric code (location ID) which uniquely define the office location. How can you create this link?

- A. On a custom profile resource, click "Add automatic ID field" and name it location ID and use it to define a link.
- B. On a custom profile resource, define the location ID field as an "Identification keys" field.
- C. Create a link in "Office Location", use a specific join condition, and select the location ID fields of Profiles and "Office Location".
- D. Use the primary key in both tables to define the link.

Correct Answer: B

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### QUESTION 3

How do you enable notifications on workflows?

- A. Configure a security group and a notification template that should be used when the workflow is in error.
- B. Select the "Workflow status error" checkbox under Notifications in the workflow properties.
- C. Configure a security group as supervisor in the workflow properties.
- D. Enable the "Workflow notifications" checkbox under Administration > Application Settings > Workflows.

Correct Answer: C

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### QUESTION 4



Which two component categories are used to filter data in a report? Choose two.

- A. Population
- B. Metrics
- C. Period
- D. Segments
- E. Targets

Correct Answer: BC

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#### QUESTION 5

A technical marketer notices a high number of exclusions. What can the marketer verify in the delivery dashboard? Choose two.

- A. the Sending logs tab will display deliveries filtered by typology rules
- B. the Exclusion logs tab can display fields like Status, Nature of failure, and the Reason of exclusions
- C. the Exclusion causes tab displays the volume (in percentages) of messages that were excluded from the target
- D. the Exclusion logs tab lists all the messages that were excluded from the target and specifies the reason for the send failure
- E. the Monitoring logs tab can display bounced deliveries and types of bounces

Correct Answer: CD

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