



AD0-E301^{Q&As}

Campaign Standard Developer

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QUESTION 1

Review the following error message: The schema for profiles specified in the transition (\\'headxusEmployee\\') is not compatible with the schema defined in the delivery template {\\'nmsxecipient\\'). They should be identical.

What is causing this error?

- A. There is no reconciliation with profiles.
- B. There is no audience set in the delivery.
- C. The schema in the delivery template is incorrect.
- D. The transition is not linked to the delivery.

Correct Answer: D

QUESTION 2

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 3

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 4



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

QUESTION 5

For what two types of data is it best practice to export using the package export process? Choose two.

- A. Profile
- B. Content Templates
- C. Logs
- D. Business Data
- E. Workflows

Correct Answer: BE

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