



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

Campaign Standard Developer

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### QUESTION 1

Which data on sent emails does the Delivery statistics table contain?

- A. Sent, Delivered, Bounces, Errors
- B. Sent, Delivered, Bounces, Retries
- C. Sent, Delivered, Bounces, Clicks
- D. Sent, Delivered, Unique opens

Correct Answer: A

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### 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

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### QUESTION 3

On a monthly schedule, a Marketer wants to send four emails to profiles that are age 40 and under, and two emails to the rest of the profiles. How would you implement this?

- A. Create a filtering rule with a value lif (@age