



AD0-E301^{Q&As}

Campaign Standard Developer

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QUESTION 1

Can you view proof sendouts for a delivery?

- A. Yes, you can if the Email rendering option is not selected in the delivery dashboard.
- B. No, you cannot view the proof sendouts.
- C. Yes, you can, in the reporting dashboard.
- D. Yes, you can, using the Proofs option from the dropdown list in the delivery dashboard.

Correct Answer: D

QUESTION 2

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 3

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



QUESTION 4

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

QUESTION 5

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