



AD0-E301^{Q&As}

Campaign Standard Developer

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QUESTION 1

What is needed to verify that a landing page which is blacklisting an email channel for a profile, is working?

- A. A test profile subscribed to a service
- B. A test profile
- C. A profile
- D. A blacklisted profile

Correct Answer: D

QUESTION 2

Which workflow activity allows you to define additional data to process in your workflow, create links to a temporary resource, and combine data coming from multiple sets?

- A. Reconciliation
- B. Intersection
- C. Union
- D. Enrichment

Correct Answer: D

QUESTION 3

A customer is sending an email delivery that needs to offer a 30% discount to their premium profiles, and a 20% discount to the remaining profiles of the targeted audience. How would you best approach this requirement?

- A. Create a visibility condition that displays the 30% discount to premium profiles only.
- B. Create one delivery targeting premium profiles and one delivery targeting non-premium profiles.
- C. Create dynamic content with one condition that displays the 30% discount to premium profiles.
- D. Create a visibility condition that displays the 20% discount to non-premium profiles only.

Correct Answer: C

QUESTION 4

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 5

In the Client data section, a customer is viewing the Transactions data. While viewing the list, the customer would like to use the default search field to search for product names and transaction dates. What should you do to meet the customer's requirement?

- A. In the Detail screen configuration of the Transactions resource, add the fields to the Advanced filtering.
- B. In the List configuration of the Transactions resource, add the fields to the Simple search.
- C. In the List configuration of the Transactions resource, add the fields to the Advanced filtering.
- D. In the Detail screen configuration of the Transactions resource, add the fields to the Simple search.

Correct Answer: D

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