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QUESTION 1

A Campaign developer wants to utilize the standard directory structure in Adobe Campaign as much as possible.

Where should the Campaign developer create a sub-folder for workflows importing data to the recipient schema?

- A. Under Profiles and Targets > Jobs
- B. Under Resources > Campaign Management
- C. Under Administration > Production
- D. Under Administration > Configuration

Correct Answer: A

QUESTION 2

In which activities can a Campaign developer set the segment code?

- A. Read List, Update Data, Fork, Test
- B. Test, Intersection, Fork, Enrichment
- C. Read List, Fork, Query, List Update
- D. Intersection, Query, Exclusion, Enrichment

Correct Answer: D

QUESTION 3

A client wants to ensure that their company logo appears in every email that is sent. What typology rule typology rule type would a developer use to make this check?

- A. Pressure
- B. Capacity
- C. Control
- D. Filtering

Correct Answer: C

QUESTION 4

A client has limited HTML development resources, but needs to deliver a high volume of email campaigns with different content What would be the best standard package to fulfill the client's requirements?



- A. Marketing campaigns (Campaign)
- B. Campaign Optimization
- C. Content Manager
- D. Delivery

Correct Answer: C

QUESTION 5

A-Bar Enterprise; has a marketing workflow which incorporates Push notifications. User IDs are now changing to the hashed values of the previously used ID. Each recipient already has this unique hashed value stored in a field in the Recipient table.

Mobile app subscriptions are still registering correctly in Adobe Campaign, but the workflow no longer knows which recipient is linked to each User ID. Assuming everything outside of Adobe Campaign has been configured correctly, what must the developer do to regime tending Push notification?

- A. Extend the Subscriber Applications schema, linking the hashed customer ID in the Recipient schema.
- B. Reconfigure the External Account to update how each mobile user is Identified as a recipient now using the hashed customer ID as the identifier.
- C. Decommission the previously set-up mobile application configuration in Adobe Campaign, and create a new one with the new integration key.
- D. Update the mobile application configuration in Adobe Campaign with the new integration key.

Correct Answer: C

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