



# Adobe

## AD0-E303 Exam

### Adobe Campaign Classic Architect Exam

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## Version: 8.0

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### Question: 1

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Which events would use a Push Event SOAP call of type rtEvent to generate transactional messages from Message Center? Choose the three correct answers.

- A. A previously unavailable product is now in stock
- B. A web user confirm their order on website
- C. A password change confirmation
- D. A new web offer is launching which meets the user segmentation criteria
- E. An anonymous user abandons a shopping cart
- F. A user opts out from emails communications

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**Answer: B D**

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### Question: 2

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How would you optimize email delivery preparation performance? Choose the three correct answers?

- A. Do not keep deliveries in failed state on the instance.
- B. Keep the maximum size of an email under 100KB.
- C. Optimize the performance of the SQL queries by declaring index.
- D. Purge inactive recipient in the last 12 months.
- E. Send large deliveries in waves.
- F. Implement a control typology rule.

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**Answer: B C**

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### Question: 3

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A new project has a requirement integrate campaign Classic user credentials onto the Adobe Experience Cloud creating a single set of credentials across all adobe application. How can this be achieved?

- A. Use Federated ID's with an SSO solution
- B. Create a technical workflow to replicate ID's across all applications.
- C. Create personal Adobe ID;s for all users.
- D. Use the Enterprise ID with LDAP.

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**Answer: A**

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### Question: 4

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How should adobe Campaign classic be configured to send messages to a REST-based provider that is not in the list of vendor?

- A. Add the new vendor by writing a customer connector in JavaScript
- B. Create a custom channel with the workflow activity and supporting JavaScript.
- C. Create an external account of type. HTTP repurposed as an SMS connector
- D. Use external delivery and post processing workflow to send messages and custom

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**Answer: C**

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**Question: 5**

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What are the three security that can be set up for an operator?

- A. Open, Restricted and LAN
- B. Admin, Internal and User
- C. Publish Restricted and Local
- D. Internet, VPN and VLAN

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**Answer: C**

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**Question: 6**

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Before installing an on-premise Adobe Campaign Classic which three steps must be taken? Choose the correct answers.

- A. Estimate Hardware requirements (on-premise)
- B. Generate a data model of your database
- C. Check deliverability Best Practices
- D. Understand Hosting models
- E. Learn more about Campaign technical workflows
- F. Check on-perm/host limitations

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**Answer: B E**

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**Question: 7**

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You have a requirement that requires you to ensure just a specified operations can do packages deployment between the environments. What is the named right needed by these specific operations?

- A. File Access
- B. Administration
- C. Import
- D. SQL Script Execution

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**Answer: B**

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**Question: 8**

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Which 3rd tool is integrated with Adobe Campaign Classic to support deliverability?

- A. Ok250
- B. ReturnPath
- C. Inbox Rendering
- D. SpamAssassin

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**Answer: A**

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**Question: 9**

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The client has a network of franchise and wants to run central and local marketing campaign from the same Adobe Campaign Classic instance. Which module can help to implement this business process?

- A. Shares Audience
- B. Marketing Resources Management
- C. Distributed Marketing
- D. Campaign Management

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**Answer: A**

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**Question: 10**

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What functionality can business teams use to test the offer distribution belonging to a category or an environment before delivery to recipients?

- A. Offers eligibility preview
- B. Offer space
- C. Offer analysis
- D. Offer simulation

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**Answer: C**

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