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NEW QUESTION: 1

A developer on the team is troubleshooting the one-to-many relationship link between Orders and Products.

Which XML element should the Architect recommend the developer use?

- A. `element label= Order=" target=" cus:product," type unbound= true`
- B. `element label= order=" name=order" target=" cus:produc`
- C. `element label= Order name=" order" =" cus: production Type= lin;`
- D. `element label= Order=" name=" order " customer" customer type collection">`

Answer: (SHOW ANSWER)

`element label= Order=" name=" order " customer" customer type collection"`. This XML element will allow the developer to create a one-to-many relationship link between Orders and Products, with the 'Order' element being the parent element and the 'Product' element being the child element. The 'Type' attribute should be set to 'Collection' to indicate that the element represents a one-to-many relationship.

NEW QUESTION: 2

A client captures interests in flat data files from external websites. The want to integrate the topic subtraction data into Adobe Campaign.

- A. Information Service
- B. Additional attributes for topic subscription within theRecipient schema
- C. Custom schemas with opt-in flag for each topic.
- D. List for each topic

Answer: B (LEAVE A REPLY)

NEW QUESTION: 3

The Recipient table is linked with a custom schema called Reservation, which contains a high volume of data that is needed at all times.

The deployment team reports that each time a query the location attribute the Reservation table, there is a long return time.

What should the Architect recommend?

- A. Ensure the Location attribute contains string values at all times
- B. Advise to run the query during right time when less load is on the db.
- C. Reduce the data with the Reservation table to contain max 100,000 rows.
- D. Apply a db index on the Location attribute of the Reservation table

Answer: D (LEAVE A REPLY)

Applying an index on the Location attribute of the Reservation table can improve the query performance and reduce the return time. An index allows the database engine to quickly locate the data without having to scan the entire table. This can be especially useful when working with large tables with a high volume of data.

It's also important to consider that the other options might not provide a long-term solution for the problem.

References:

Indexes in SQL databases: <https://www.postgresql.org/docs/9.1/indexes.html> Database

indexing: https://en.wikipedia.org/wiki/Database_indexing

NEW QUESTION: 4

A Campaign Architect needs to audit an existing Campaign Classic setup to improve the configuration. Users report that the instance is very slow when they select or modify data.

The Architect notices that over a range of tables, many fields have the same values and many joins are used in Workflow activities.

Which two actions should the Architect recommend? (Choose two.)

- A. Create a composite key and reduce the joins
- B. Use character strings as keys for the table join
- C. Create indexes fields used within joins
- D. Use reference tables for the fields with identical values
- E. Use external joins on the tables for the fields with identical values.
- F. Create indexes on fields used within joins

Answer: A,E (LEAVE A REPLY)

NEW QUESTION: 5

The Adobe Campaign setup of a company has a large number of campaign and technical workflows.

The customer highlight that the impact of failing workflows could result in very high cost for them.

The Architect must ensure highlights that the impact of failing workflow could result in very high cost for them.

The Architect must ensure high availability and decides to configure several workflow servers.

What should the Architect do?

- A. Use Workflow Heat Map and update the schedule timings of the recurring workflows
- B. Define affinities on the workflows and update the wfserver module line in ni6/configure-<instance>.xml file to
<wfserver autoStart="true" affinity="XXX, YYY,/'/>
- C. Install multiple Adobe Campaign instances to get several workflow servers and migrate the workflows
- D. Define affinities on the workflows and update the wfserver module line in ni6/conf/confi-Instane>.xml file to

Answer: B (LEAVE A REPLY)

Wfserver autoStart="true" affinity= XXX,YYY/>

Explanation:

This will allow the Architect to configure multiple workflow servers and assign the specific workflows to each server by setting the appropriate affinities. This will ensure high availability and reduce the impact of failing workflow by spreading the load across multiple workflow servers.

To set up affinities, you can define them on the workflows and update the wfserver module line in the ni6/configure-<instance>.xml file, to specify which workflows should be executed on which servers.

Please note that, you should use the correct format and spelling of the xml file <wfserver autoStart="true" affinity="XXX, YYY,/'/>

NEW QUESTION: 6

A campaign workflow has been configured to query recipients that have received deliveries and clicked on a link in the past 90 days.

Delivery history will be retrieved from boardLOgRop and click history from trackingLogRcp: The data volumes for both tables are increasing by an average of 10 million per month.

Which two recommendations should the Architect make? (Choose two.)

- A. Reduce time period and run the workflow more frequently
- B. Query data from trackingLogRcp and retrieve the related data from broadLogRcP
- C. Recommend to use webAppLogRcp instead of trackingLogRcp
- D. Increase the time period and run the workflow more frequently.
- E. Avoid using both schemas when possible

Answer: A,D (LEAVE A REPLY)

NEW QUESTION: 7

A customer wants to include one of a set of personalized offers as part of order confirmation emails, triggered via an eCommerce application event.

Which two modules must the customer use?

- A. MRM
- B. Campaign Optimization
- C. Message Center

D. Leads

E. Interaction

Answer: C,D ([LEAVE A REPLY](#))

NEW QUESTION: 8

A company currently manages their Adobe Campaign users via Active Directory (LDAP). In the future, they will be required to utilize a TLS 1.0 provider that the currently use to authenticate users on other platforms.

What is the risks this approach?

A. iDP server will not authenticate without a custom script.

B. LDAP will not support TLS 1.0.

C. Adobe IMS will not support upgrade from LDAP

D. Adobe IMS will not work with their provider

Answer: B ([LEAVE A REPLY](#))

TLS (Transport Layer Security) is a protocol that is used to encrypt network communications, and different versions of TLS have different security features and capabilities. LDAP (Lightweight Directory Access Protocol) is a protocol that is used to access and manage directory services, such as user authentication and authorization. LDAP protocol does not support the latest version of TLS (1.2 and 1.3) but supports its older versions (1.0 and 1.1), so using a provider that requires TLS 1.0 may cause issues with the authentication process. It's better to check if the current version of LDAP supports the required version of the TLS or upgrade it to a version that supports it.

NEW QUESTION: 9

A company based in California with a local customer base regularly uses SMS as a contact channel.

The legal department requires the name standard message be sent to customer when they opt-out using a short code and to ensure they are excluded from any other contact.

Which technique should the architect use?

A. Update the existing technical processing short code replies automatically and set the Blacklist flag using an Update step.

B. Validation the use of the Extended Generic SMPP external account type and use the Automatic Reply capability

C. Introduce a job a process all received Short codes and trigger automatic messages with Message center

D. Activation SMS external" Connection settings" so that automatic short codes capability is working.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 10

A client wants to configure a data connection between a Microsoft Dynamics CRM system and Adobe Campaign Classic for delta data import.

Which field must be present in the CRM connection settings for the configuration?

- A. ID field and Created date
- B. Account ID and Created date
- C. ID field and Last Modified
- D. Account ID and Created date

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 11

A customer has the following requirements for a new Campaign implementation:

- * 20 Marketing employees will access the Campaign instance from three different countries.
- * Marketing employees will use MacOs and Windows 10 professional.
- * 800,000 of the customers in the CRM system are emailed approximately twice a week.
- * The customer uses a small mobile app for Push messaging that has 20,000 device registrations, which the customer hopes to grow.

Which two factors have the most impact on the infrastructure solution? (Choose two.)

- A. 20 Marketing employees
- B. 800k email profiles
- C. The Mobile app integration
- D. Operating systems used to log in to the solution
- E. Logins from three different countries

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 12

In the database diagram, a company has tables orders products Recipient items.

- * Recipient is linked to Orders as 1-N
- * Products to Orders as N-N

Recipient ID, Email Full Name, Customer ID Orders: Orders ID, Recipient ID, Product ID, Date of purchase items: Product ID, order ID, item ID products Product ID, Name, Status, Creation Date.

Which columns act as both primary and foreign keys?

- A. Recipient ID, Product ID, Order ID
- B. Customer ID, Product ID, item ID
- C. Order ID, Recipient ID, item ID
- D. Recipient ID, Product ID, Customer ID

Answer: A ([LEAVE A REPLY](#))

The Product ID column acts as the primary key for the Products table and as a foreign key for the Orders table. The Order ID column acts as the primary key for the Orders table and as a foreign key for the Items table. The Customer ID, Product ID, and Item ID columns do not act as primary or foreign keys.

NEW QUESTION: 13

A customer wants to track and report on the total cost of a postal campaign.

What should the Architect recommend?

- A. Use a Program entity and configure the costs per delivery tab.
- B. Configure a unit cost value on the Delivery template using the Postal Delivery channel
- C. Use the MRM module to configure a Delivery Outline
- D. Use the Budgeting feature within the MRM module

Answer: (SHOW ANSWER)

NEW QUESTION: 14

A company has a campaign workflow that has 20 different segments defined in a Cell activity. Once the workflow reaches Delivery activity, the requirement is to provide counts that contain the following:

- Initial Query Population
- Count of records in each segment of the Cell activity
- Final Population targets in the Delivery

```
- Initial Query population  
- Count of records in each segment of the Cell activity  
- Final population targeted in the Delivery
```

Which solution should the Architect recommend?

- A. Within a JavaScript activity, write a script that queries the counts from the various branches; this data then be sent via an Approval activity.
- B. Use an Alert activity to notify the Workflow Supervisor to review the counts from the workflow.
- C. Enable the "Target Content Approval" option within the delivery and assign it to the desired operator.
- D. After the Delivery activity has completed, use a File Export activity to extract all counts into a CSV file on the SFTP server and send a notification

Answer: A (LEAVE A REPLY)

This solution would allow for the counts to be gathered and presented in real-time during the campaign workflow. The script could query the counts from the various branches of the Cell activity, as well as the initial query population and final population targets in the Delivery activity. The data could then be sent via an Approval activity for review by the Workflow Supervisor.

Reference:

Adobe Campaign Classic documentation on using JavaScript activities in a workflow:

[https://docs.adobe.com/content/help/en/campaign-classic/using/workflow/javascript-](https://docs.adobe.com/content/help/en/campaign-classic/using/workflow/javascript-activity.html)

[activity.html](https://docs.adobe.com/content/help/en/campaign-classic/using/workflow/javascript-activity.html) Adobe Campaign Classic documentation on querying data in a workflow:

<https://docs.adobe.com/content/help/en/campaign-classic/using/workflow/data-query-activity.html>

NEW QUESTION: 15

A project Manager is setting up a Gantt chart for a new project implementation. The company is using a Hybrid deployment model, will interact with several systems, and be heavily customized to fit the customer needs. The PMO not know the Adobe Campaign project phase and wants to make sure important tasks are not missed, The initiated list of Go-Live activities is as follow:

Migrate appropriate objects from Stage to Production

Make sure Production SFTP is created

Validate that import/export workflow work as expected

Make sure the Workflow Supervisor group is assigned to the appropriate workflows What else should the Architect do before the Go-live?

- A.** Validate that the assigned IP addresses have a high sending reputation.
- B.** Create RunBook and perform Customer Care handoff
- C.** Make sure the IP Warning plan is approved and the associated workflows created
- D.** In the Deployment Wizard, make sure that Web Application and Mirror Page URLs refer to the Midsoure server

Answer: C (LEAVE A REPLY)

NEW QUESTION: 16

A customer wants to minimize the total incremental cost of the campaigns. They are licensed for email, SMS, and postal mail channel. They have good data quality as well as significant historical data quality as well as significant historical data on contact rates per channel. Which two solution approaches should be recommended? (Choose Two)

- A.** Install the MRM package, conduct scoping workshops to define Plans, Program and associated Budgets, and create Delivery Outlines to apply to control costs.
- B.** Use Campaign Simulation Models to filter contact lists by probable engagement scores
- C.** Using historical contact data, segment customers by reachable contact channel preference and prioritize contact volume initially to the lowest cost channel.
- D.** Limit communication volume by implementing a content preference management webapp implement contact pressure typology rules and use campaign optimization to ensure inclusion only in relevant campaigns.
- E.** Develop customized email content management templates to migrate postal contact channel communications to email channel communications, and validate permissions via SMS

Answer: C,D (LEAVE A REPLY)

Option C will allow the customer to use their historical contact data to segment customers by the reachable contact channel preference, and prioritize the contact volume initially to the lowest cost channel. This will help reduce the overall cost of the campaigns.

Option D will help limit the communication volume by implementing a content preference management webapp and implementing contact pressure typology rules. This will ensure that

contacts are only included in relevant campaigns and are not bombarded with unnecessary communications.

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NEW QUESTION: 17

A client to enrich delivery data with additional custom information. The data will exist in a table will exist in a table named customDelivery, but will not be required for each delivery.

Which syntax be used?

A)

```
<element label="Custom Informations" name="customDelivery" cardinality="single" revIntegrity="neutral" revExternalJoin="true" target="nms:delivery" type="link"/>
```

B)

```
<element label="Custom Informations" name="customDelivery" revCardinality="single" revIntegrity="own" revExternalJoin="true" target="nms:delivery" type="link"/>
```

C)

```
<element label="Custom Informations" name="customDelivery" revCardinality="single" revIntegrity="neutral" revExternalJoin="true" target="cus:customDelivery" type="link"/>
```

D)

```
<element label="Custom Informations" name="customDelivery" revCardinality="single" revIntegrity="own" revExternalJoin="true" target="cus:customDelivery" type="link"/>
```

A. Option B

B. Option A

C. Option C

D. Option D

Answer: B (LEAVE A REPLY)

NEW QUESTION: 18

During the production smoke test the marketer modifies the delivery properties like period and delivery validity to test the deployed templates.

The marketer does not remember all the changes done and wants to revert the changes by redeploying the package that contained the templates for executing more tests.

What should the Architect do?

- A. Create a package of the affect entity and include the delivery meta data in the package definition
- B. Create a package of the affected entity and include the definition of the delivery template
- C. Create a package of the delivery template and include the default values
- D. Create a package of the entity and include the delivery schema that contains the properties

Answer: A (LEAVE A REPLY)

The architect should create a package of the affected entity, which includes the delivery meta data, such as the period and delivery validity, in the package definition. This will ensure that the original delivery properties are preserved and can be easily redeployed for testing. The package should also include other relevant information such as the entity definition, business rules, and workflow processes.

Additionally, it is good practice for the Architect to keep track of the changes made to the package and delivery properties through version control and configuration management. This will help to easily revert to a previous version of the package if needed.

NEW QUESTION: 19

A customer wants to track and report on the total cost of a postal campaign.

What should the Architect recommend?

- A. Use a Program entity and configure the costs per delivery tab.
- B. Use the Budgeting feature within the MRM module
- C. Use the MRM module to configure a Delivery Outline
- D. Configure a unit cost value on the Delivery template using he Postal Delivery channel

Answer: B (LEAVE A REPLY)

NEW QUESTION: 20

A Campaign Architect needs to audit an existing Campaign Classic setup to improve the configuration. Users report that the instance is very slow when they select or modify data. The Architect notices that over a range of tables, many fields have the same values and many joins are used in Workflow activities.

Which two actions should the Architect recommend? (Choose two.)

- A. Use character strings as keys for the table join
- B. Use reference tables for the fields with identical values
- C. Create a composite key and reduce the joins
- D. Create indexes on fields used within joins
- E. Create indexes fields used within joins
- F. Use external joins on the tables for the fields with identical values.

Answer: C,D (LEAVE A REPLY)

A composite key is a combination of two or more columns used as a primary key for a table. This can help to reduce the number of joins needed in queries, which can improve performance.

Creating indexes on fields used within joins can also help to improve performance. Indexes are used to quickly locate data without having to scan the entire table. When a join is performed, the database engine can use the indexes to quickly find the matching rows in the tables, which can improve performance.

References:

Composite keys in database design: <https://www.sitepoint.com/composite-keys-database-design/> Indexing in SQL databases: <https://www.postgresql.org/docs/9.1/indexes.html>

NEW QUESTION: 21

A customer launches a Campaign with multiple touch points. Some deliveries are stuck in "Pending Personalization" for more than 3 hours. The recipient broad log records have not been created for these deliveries yet.

What should the Architect analyze to diagnose the cause of this issue?

- A.** Validate if the delivery is complex with many JavaScript personalization and whether the email size more than 60 kb
- B.** Validate if all images can be uploaded into public resources to fetch faster and if personalization blocks can be created in the delivery.
- C.** Validate if the number of recipient per delivery can be reduced to send multiple deliveries at the same time to spread the load on personalization.
- D.** Validate if the delivery can be paused and the MTA process restarted to clear the personalization cache and reuse the delivery.

Answer: (SHOW ANSWER)

Validate if the delivery can be paused and the MTA process restarted to clear the personalization cache and reuse the delivery. This approach will allow the Architect to pause the delivery and restart the MTA process, which will clear the personalization cache and allow the delivery to be reused. Additionally, the Architect should validate if the delivery is complex with many JavaScript personalization and whether the email size is more than 60 kb, if all images can be uploaded into public resources to fetch faster, if personalization blocks can be created in the delivery, and if the number of recipient per delivery can be reduced to send multiple deliveries at the same time to spread the load on personalization.

NEW QUESTION: 22

A customer wants to reusable way to personalize batch targeted emails using information available in real time from an external system based on a Recipient attribute.

Which approach should the Architect use?

- A.** Configure FDA and an associated API Gateway to access and within a Campaign template, create a deliveryMapping schema extension using a system Operator with JavaScript right to poll the service

B. Create a custom schema, and within a workflow template, use an External Signal process to allow integration between the systems ensure the correct firewall permissions are in place configure a SQL Code process to save the result.

C. Create a JavaScript server page template to enable https calls to the external service, ensure url permission is correctly configured for the external service endpoint, and create a JavaScript library function leveraging xtkSession to write the return value into the work table.

D. Configure a urlPermission node for the external service, configure a Javascript activity calling external service for each temp table record. Write to worktable attribute. Use targetData syntax to insert into the delivery, and save the workflow as a template.

Answer: D (LEAVE A REPLY)

NEW QUESTION: 23

A customer is migrating its legacy marketing platform with Adobe Campaign.

The customer has dependencies on a few significant custom database functions that enabled specific string manipulations and custom encryption.

While developing workflow, the team struggle to match these functions that the customer was able to use prior to Adobe Campaign.

What should the Architect recommend?

A. Get the development team to build a javascript library to try to achieve what the sql functions are capable of doing.

B. Create workflow templates containing SQL code activities. Within each SQL code activity each database function can be defined.

C. Request the database team for the sql function defining and add those as SQL script objects in Administration -> Configuration -> SQL Scripts.

D. Implement the function in AC database and install them as package files in the prescribed xml structure.

Answer: (SHOW ANSWER)

This allows the customer to continue using their custom functions within the Adobe Campaign platform. This option allows the customer to keep using their custom functions within the Adobe Campaign platform and also allows the team to use these functions directly in the workflows.

Top of Form

Reference:

Bottom of Form

NEW QUESTION: 24

A customer asks an Architect to build custom Adobe web Portal application for the Managing Campaign execution process.

The architect needs to make sure web application data is protected from SQL injection attacks and loaded into an external centralized data warehouse system.

Which approach should be used?

- A. Apply formatString JavaScript functions for processing the data in web application before exporting the data.
- B. Apply digestStrSha1 JavaScript functions for processing the data in web application before exporting the data
- C. Apply escape JavaScript function for processing the data in web application before
- D. Apply cryptString JavaScript function for processing the data in web application before exporting the data.

Answer: C (LEAVE A REPLY)

Apply escape JavaScript function for processing the data in web application before exporting the data. This approach will allow the architect to use the escape JavaScript function for processing the data in the web application before it is exported to the data warehouse. This function will help to ensure that the data is properly encoded and protected from SQL injection attacks when it is stored in the data warehouse.

NEW QUESTION: 25

A project Manager is setting up a Gantt chart for a new project implementation. The company is using a Hybrid deployment model, will interact with several systems, and be heavily customized to fit the customer needs. The PMO not know the Adobe Campaign project phase and wants to make sure important tasks are not missed, The initiated list of Go-Live activities is as follow:

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Make sure the Workflow Supervisor group is assigned to the appropriate workflows What else should the Architect do before the Go-live?

- A. Create RunBook and perform Customer Care handoff
- B. In the Deployment Wizard, make sure that Web Application and Mirror Page URLs refer to the Midsoure server
- C. Make sure the IP Warning plan is approved and the associated workflows created
- D. Validate that the assigned IP addresses have a high sending reputation.

Answer: A (LEAVE A REPLY)

The best option before the Go-live is to create a RunBook and perform a Customer Care handoff. This will ensure that the customer knows how to operate and maintain the Adobe Campaign instance after the go-live. This is important to ensure the smooth operation of the Adobe Campaign instance and to ensure that the customer can use all the features and capabilities of the Adobe Campaign instance effectively.

NEW QUESTION: 26

A customer wants to reusable way to personalize batch targeted emails using information available in real time from an external system based on a Recipient attribute.

Which approach should the Architect use?

- A.** Configure a urlPermission node for the external service, configure a Javascript activity calling external service for each temp table record. Write to worktable attribute. Use targetData syntax to insert into the delivery, and save the workflow as a template.
- B.** Create a custom schema, and within a workflow template, use an External Signal process to allow integration between the systems ensure the correct firewall permissions are in place configure a SQL Code process to save the result.
- C.** Create a JavaScript server page template to enable https calls to the external service, ensure url permission is correctly configured for the external service endpoint, and create a JavaScript library function leveraging xtkSession to write the return value into the work table.
- D.** Configure FDA and an associated API Gateway to access and within a Campaign template, create a deliveryMapping schema extension using a system Operator with JavaScript right to poll the service

Answer: A (LEAVE A REPLY)

Configure a urlPermission node for the external service, configure a Javascript activity calling external service for each temp table record. Write to worktable attribute. Use targetData syntax to insert into the delivery, and save the workflow as a template. This approach will allow them to configure a urlPermission node for the external service, and then use a Javascript activity to call the external service for each temp table record. The returned value can then be written to a worktable attribute, and the targetData syntax can be used to insert the value into the delivery. Finally, the workflow can be saved as a template for future reuse.

NEW QUESTION: 27

The Adobe Campaign setup of a company has a large number of campaign and technical workflows.

The customer highlight that the impact of failing workflows could result in very high cost for them.

The Architect must ensure highlights that the impact of failing workflow could result in very high cost for them.

The Architect must ensure high availability and decides to configure several workflow servers.

What should the Architect do?

A. Define affinities on the workflows and update the wfserver module line in ni6/conf/confi-Instane>.xml file to Wfserver autoStart="true" affinity= XXX,YYY/>

B. Define affinities on the workflows and update the wfserver module line in ni6/configure-<instance>.xml file to

<wfserver autoStart="true" affinity="XXX, YYY,/'/>

C. Install multiple Adobe Campaign instances to get several workflow servers and migrate the workflows

D. Use Workflow Heat Map and update the schedule timings of the recurring workflows

Answer: A (LEAVE A REPLY)

NEW QUESTION: 28

A customer wants to display an offer on their website. Server by the unitary engine in Campaign aimed an unidentified visitors who browse a page. The Architect needs to include response time of offers returned to the site, and scalability. What should the Architect do?

- A. Increase the disk space the Campaign instance to improve DB performance.
- B. Create a new Campaign instance dedicated to serving outbound interactions
- C. Increase the amount of memory in the existing instance of Campaign
- D. Create a new instance of Campaign and local balance all of the processes

Answer: B (LEAVE A REPLY)

This will ensure that the response time for offers returned to the site is fast and that the server can handle an increased number of requests. Additionally, having a separate instance of Campaign dedicated to outbound interactions will improve scalability.

NEW QUESTION: 29

A brick and mortar retailer that is experience a digital transformation typically outsources non-core business functions including marketing technology.

The retailer recently close Teradata as their data warehouse solutions.

The retailer wants to implement Adobe Campaign Classic and efficiently ingest data from Teradata, using the FDA connector to avoid the production and movement of flat files.

Which two hosting models should an Architect recommend?

- A. Managed Service (Hosted)
- B. On-premises
- C. Hybrid
- D. Enterprise
- E. Standalone

Answer: A,B (LEAVE A REPLY)

NEW QUESTION: 30

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Which two hosting models should an Architect recommend?

- A. Standalone
- B. On-premises
- C. Hybrid
- D. Managed Service (Hosted)
- E. Enterprise

Answer: (SHOW ANSWER)

Hybrid hosting allows for a combination of on-premises and cloud-based hosting, which allows for the flexibility to keep sensitive data on-premises while leveraging the scalability and cost-effectiveness of cloud-based hosting for non-sensitive data.

Managed Service (hosted) allows the retailer to outsource the management and hosting of the Adobe Campaign Classic to a third-party service provider. This provider should have the capability to connect with Teradata, which would allow the retailer to avoid the production and movement of flat files.

NEW QUESTION: 31

A customer reports that the campaign workflows are not running. When restarting or starting workflows the status changes to as Start/Restart requested and the Start. Pause buttons are disabled.

The Architect notices that all process are running as expected in the Monitoring Tab.

What is causing the issue?

- A. The wfserver process is set to autoStart" "false in the config-instance.xml file.
- B. The operation Mgt workflow is not running and has been paused or failed.
- C. The campaign end date is in the past and therefore cannot start the workflow in it.
- D. The watchlog process was not started due to a configuration error.

Answer: C (LEAVE A REPLY)

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NEW QUESTION: 32

A customer has the below requirements to handle un-subscriptions:

- * Make the feature available for Push and Email channels
- * Send a confirmation message to the recipient of the opt-out
- * Be able to store subscription history

Which solution should be used?

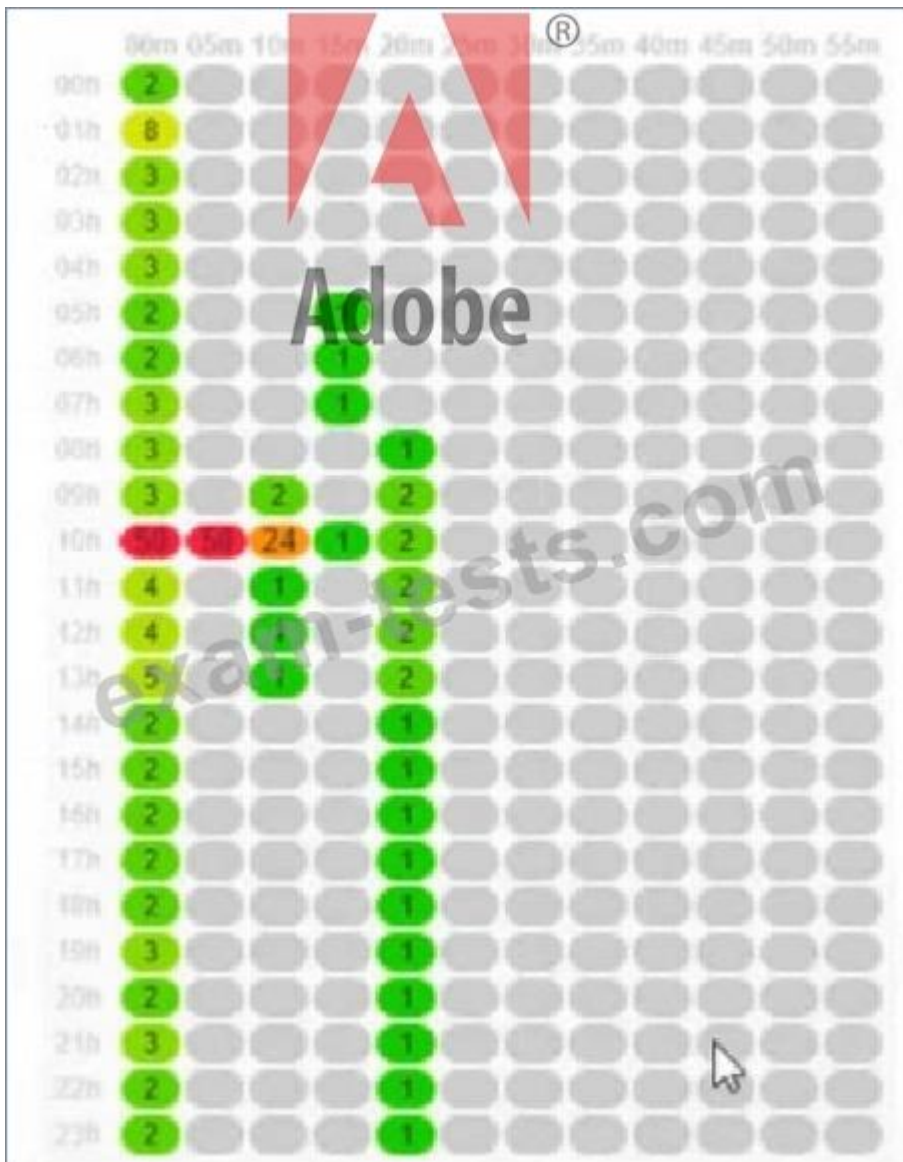
- A. Information service with Customization Create a Service, set up a confirmation message and add customization to maintain history
- B. Manage Externally: A third-party consent management tool outside of Adobe Campaign.
- C. Customization Create new fields in Recipient schema, add new personalization blocks, and add workflows to handle un-subscriptions and history.
- D. Information Services: Create a service, set up a Confirmation message, and maintain history

Answer: D (LEAVE A REPLY)

Information Services can be used to handle un-subscriptions for both push and email channels by creating a service, setting up a confirmation message, and maintaining the history of the subscriptions. This will allow the customer to make the feature available for both push and email channels, send a confirmation message to the recipient of the opt-out, and be able to store subscription history.

NEW QUESTION: 33

Refer to the exhibit.



A customer calls for urgent support. Their Adobe Campaign instance is running slowly and marketing workflows are taking a long time to execute the Architect finds.

- * 50 workflow are running concurrently
- * 24 workflows are stuck in pending state
- * Workflows are scheduled to be executed at the same time every day

What should the Architect recommend?

A. Restart the wfserver process and clear cache

- B. Check with the DBA and archive old workflows to free up space
- C. Schedule workflows at different start times and restart pending workflows
- D. Pause the running workflows and restarts the pending workflows

Answer: D (LEAVE A REPLY)

NEW QUESTION: 34

A customer is deploying Adobe Campaign in an on-premise data center environment. The customer wants to understand the optimal configuration for the Load balancer of the App and Web servers.

Which solution should be used?

- A. Active/passive configuration and active/active configuration, with HTTPS terminated at the proxy respectively
- B. Active/active configuration and active/passive configuration, with HTTPS terminated at the proxy respectively
- C. Active/active configuration and active/active configuration, with HTTPS terminated at the proxy respectively
- D. Active/passive configuration and active/passive configuration, with HTTPS terminated at the proxy respectively

Answer: C (LEAVE A REPLY)

NEW QUESTION: 35

A successful SOAP response is received from the Message Center but the emails are not arriving in the inbox.

What is causing this problem?

- A. The "updateEventStatus" technical workflow is not running
- B. The environment being called does not have the expected eventType.
- C. The email address value being used has no Profile in Adobe Campaign.
- D. The Confirm delivery before sending" setting is on

Answer: C (LEAVE A REPLY)

A successful SOAP response from the Message Center indicates that the message has been sent, but the emails are not arriving in the inbox could indicate that the email address value being used has no profile in Adobe Campaign. If there is no profile associated with the email address, Adobe Campaign will not be able to send the email.

NEW QUESTION: 36

A customer launches a Campaign with multiple touch points. Some deliveries are stuck in "Pending Personalization" for more than 3 hours. The recipient broadcast log records have not been created for these deliveries yet.

What should the Architect analyze to diagnose the cause of this issue?

- A. Validate if the delivery is complex with many JavaScript personalization and whether the email size more than 60 kb

- B.** Validate if all images can be uploaded into public resources to fetch faster and if personalization blocks can be created in the delivery.
- C.** Validate if the delivery can be paused and the MTA process restarted to clear the personalization cache and reuse the delivery.
- D.** Validate if the number of recipient per delivery can be reduced to send multiple deliveries at the same time to spread the load on personalization.

Answer: D (LEAVE A REPLY)

NEW QUESTION: 37

A company has a campaign workflow that has 20 different segment defined in a Cell activity. Once the workflow reaches Delivery activity, the requirement is to provide counts that contain the following:

- Initial Query population
- Count of records in each segment of the Cell activity
- Final population targeted in the Delivery

Which solution should the Architect recommend?

- A.** Within a JavaScript activity, write a script that queries the counts from the various branches this data then be sent via an Approval activity.
- B.** After the Delivery activity has completed, use a File Export activity to extract all counts into a CSV file on the SFTP server and send a notification
- C.** Enable the "Target Content Approval" option within the delivery and assign it to the desired operator.
- D.** Use an Alert activity to notify the Workflow Supervisor to review the counts from the workflow.

Answer: C (LEAVE A REPLY)

NEW QUESTION: 38

A client captures interests in flat data files from external websites. They want to integrate the topic subscription data into Adobe Campaign. What should the architect configure?

- A.** Custom schemas with opt-in flag for each topic.
- B.** List for each topic
- C.** Information Service
- D.** Additional attributes for topic subscription within the Recipient schema

Answer: (SHOW ANSWER)

Custom schemas with opt-in flags for each topic would allow the client to store the topic data in a structured manner and track which topics a recipient has expressed interest in. This would allow them to segment their recipients based on topic interests and target their Campaigns more effectively. Additionally, using an opt-in flag would allow the client to ensure that recipients have given their consent to receive communications on these topics.

References:

<https://docs.adobe.com/content/help/en/campaign-classic/using/working-with-schemas/creating-custom-schemas.html>

<https://docs.adobe.com/content/help/en/campaign-classic/using/working-with-lists/creating-and-editing-lists.html>

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