

DUMPSBOSS.

Adobe Campaign Classic Architect Master

Adobe AD0-E318

Version Demo

Total Demo Questions: 10

Total Premium Questions: 50

Buy Premium PDF

<https://dumpsboss.co>

support@dumpsboss.co

support@dumpsboss.co
dumpsboss.co

QUESTION NO: 1

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

Explanation:

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:

QUESTION NO: 2

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

ANSWER: C D

Explanation:

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.

QUESTION NO: 3

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

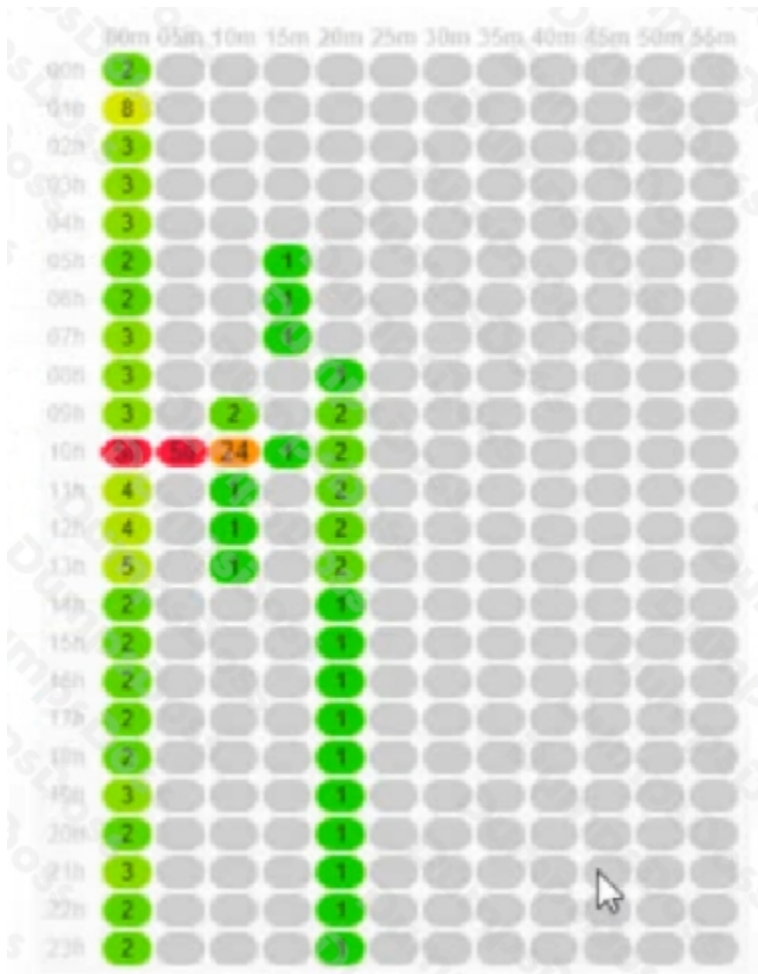
ANSWER: D E

Explanation:

The mobile app integration will require additional resources for push messaging and the 800k email profiles will require resources for sending and managing the large volume of email communications. These factors will have a larger impact on the infrastructure solution than the 20 marketing employees, the operating systems used to log in, and logins from three different countries.

QUESTION NO: 4

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.

What should the Architect recommend?

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

ANSWER: C

Explanation:

The Architect should recommend scheduling workflows at different start times to avoid overloading the system with too many workflows running concurrently. This will help to distribute the load and avoid bottlenecks. Additionally, the Architect can recommend restarting the pending workflows to ensure that they are not stuck in a pending state and can continue to execute.

Reference: Adobe Campaign documentation: <https://docs.adobe.com/content/help/en/campaign-classic/using/managing-a-campaign-classic-instance/managing-workflows/managing-workflows.html>

QUESTION NO: 5

A client has a hybrid hosting model and is trying to send a request from a workflow to a third-party API. When sending the request, Adobe Campaign does not receive a response.

What is causing this issue?

- A. User name is password is incorrect
- B. The URL is not allowed is incorrect
- C. The URL is not allowed in the serverConf.xml
- D. Logging is not enabled
- E. Adobe can only send requests via http method POST

ANSWER: C

Explanation:

When a client is trying to send a request from a workflow to a third-party API, and Adobe Campaign does not receive a response, it could indicate that the URL is not allowed in the serverConf.xml file. The serverConf.xml file lists the URLs that are allowed to be called by Adobe Campaign. If the URL of the third-party API is not listed in this file, Adobe Campaign will not be able to send the request.

Reference: Adobe Campaign documentation: <https://docs.adobe.com/content/help/en/campaign-classic/using/managing-a-campaign-classic-instance/configuring-server-parameters/configuring-server-parameters.html>

QUESTION NO: 6

A multi-national customer has Adobe Campaign users working in different geographic locations. They want to ensure that operations in each country can only work with recipients with physical addresses based in their region.

Which solution should be used?

- A. Implement a sysFilter condition on Recipient schema applying readAccess() condition based on Organizational Entity attributes of the Operator record, and Organizational entities defined by Region.
- B. Leverage the GDPR module and implement national opt-in permissioning per country
- C. Implement physically separate recipient tables per country with accessible () conditions on confidential attributes, and use Folder Permission to restrict access to Operator group organization by related region
- D. Using the main Recipient schema, create dedicated Folders for each Country, and restrict Read rights by Operator Regional settings and Organizational entities

ANSWER: D

Explanation:

Using the main Recipient schema, create dedicated Folders for each Country, and restrict Read rights by Operator Regional settings and Organizational entities. This will allow them to create a dedicated folder for each country in the Recipient

schema, and restrict the read rights of each folder based on the Operator Regional settings and Organizational entities. This will ensure that the operators in each country can only access the relevant recipients.

Reference: [1] <https://helpx.adobe.com/campaign/kb/folder-permission.html>

QUESTION NO: 7

A customer reports that data import, export and aggregation workflow take 3 to 4 hours each to complete, when they are scheduled to run before the campaign start. The is deploying the customer from starting campaigns on schedule.

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

- A.** Avoid running more than the limit configured for workflows to execute simultaneously.
Avoid running more than the limit configured for workflows to execute simultaneously. This will ensure that the system resources are not overburdened and the workflows can complete in a timely manner.
- B.** Schedule data load and export technical workflows overnight or during off- peak hours. This will allow the workflows to run during a time when the system resources are not being heavily utilized by other processes, which will help to improve performance and reduce the time taken for the workflows to complete. It's also good to note that, these are best practices in general and not specific to Adobe Campaign.
- C.** Check the execute in the engine option on all related workflows to run faster
- D.** Execute unconditional stop to clear cache and restart the workflow that are slow
- E.** Configure the severity in all workflow properties to Production/Critical to run on priority.

ANSWER: A B

Explanation:

A. Avoid running more than the limit configured for workflows to execute simultaneously. This will ensure that the system resources are not overburdened and the workflows can complete in a timely manner. B. Schedule data load and export technical workflows overnight or during off- peak hours. This will allow the workflows to run during a time when the system resources are not being heavily utilized by other processes, which will help to improve performance and reduce the time taken for the workflows to complete. It's also good to note that, these are best practices in general and not specific to Adobe Campaign.

QUESTION NO: 8

A client wants to protect PII data at recipient level for anyone that is not an Administrator.

What should the Architect do?

- A.** Add Visible with $S\{\text{login}\} = \text{" admin}$ to each PII attribute
- B.** Use Accessible with $\text{HasNamed Right} = \text{'admin}$ for each PII attribute
- C.** Add AccessibleIf with $S\{\text{login}\} = \text{" admin}$ to each PII attribute
- D.** Use Visible with $\text{HasNameRight} = \text{administrator'}$ for each PII attribute

ANSWER: C

Explanation:

This will ensure that the PII data is only visible to administrators, while all other users will be restricted from accessing the data. Additionally, this will also ensure that the PII data is protected at the recipient level, as the AccessibleIf condition will prevent anyone other than administrators from viewing the data.

QUESTION NO: 9

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 boardLogRcp 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

Reduce the time period and run the workflow more frequently: By reducing the time period, the query will retrieve less data and run more efficiently. This will also reduce the load on the database.

B. Recommend to use webAppLogRcp instead of trackingLogRcp

C. Avoid using both schemas when possible

D. Query data from trackingLogRcp and retrieve the related data from broadLogRcP

Query data from trackingLogRcp and retrieve the related data from broadLogRcP: Instead of querying both tables, the architect can query the trackingLogRcp table and retrieve the related data from broadLogRcP, this will reduce the load on the database and improve performance.

Reference: Adobe Campaign documentation: <https://docs.adobe.com/content/help/en/campaign-classic/using/managing-recipients/recipient-schema/recipient-schema-best-practices/recipient-schema-best-practices.html>

E. Increase the time period and run the workflow more frequently.

ANSWER: A D

Explanation:

To improve performance and reduce the load on the database, the Architect can make the following recommendations:

A. Reduce the time period and run the workflow more frequently: By reducing the time period, the query will retrieve less data and run more efficiently. This will also reduce the load on the database.

D. Query data from trackingLogRcp and retrieve the related data from broadLogRcP: Instead of querying both tables, the architect can query the trackingLogRcp table and retrieve the related data from broadLogRcP, this will reduce the load on the database and improve performance.

Reference: Adobe Campaign documentation: <https://docs.adobe.com/content/help/en/campaign-classic/using/managing-recipients/recipient-schema/recipient-schema-best-practices/recipient-schema-best-practices.html>

QUESTION NO: 10

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

Explanation:

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.

Reference: [1] <https://docs.adobe.com/content/help/en/campaign-classic/using/campaign-management/workflow/operations/creating-a-workflow/activities/marketing-resource-management.html> [2] <https://docs.adobe.com/content/help/en/campaign-classic/using>