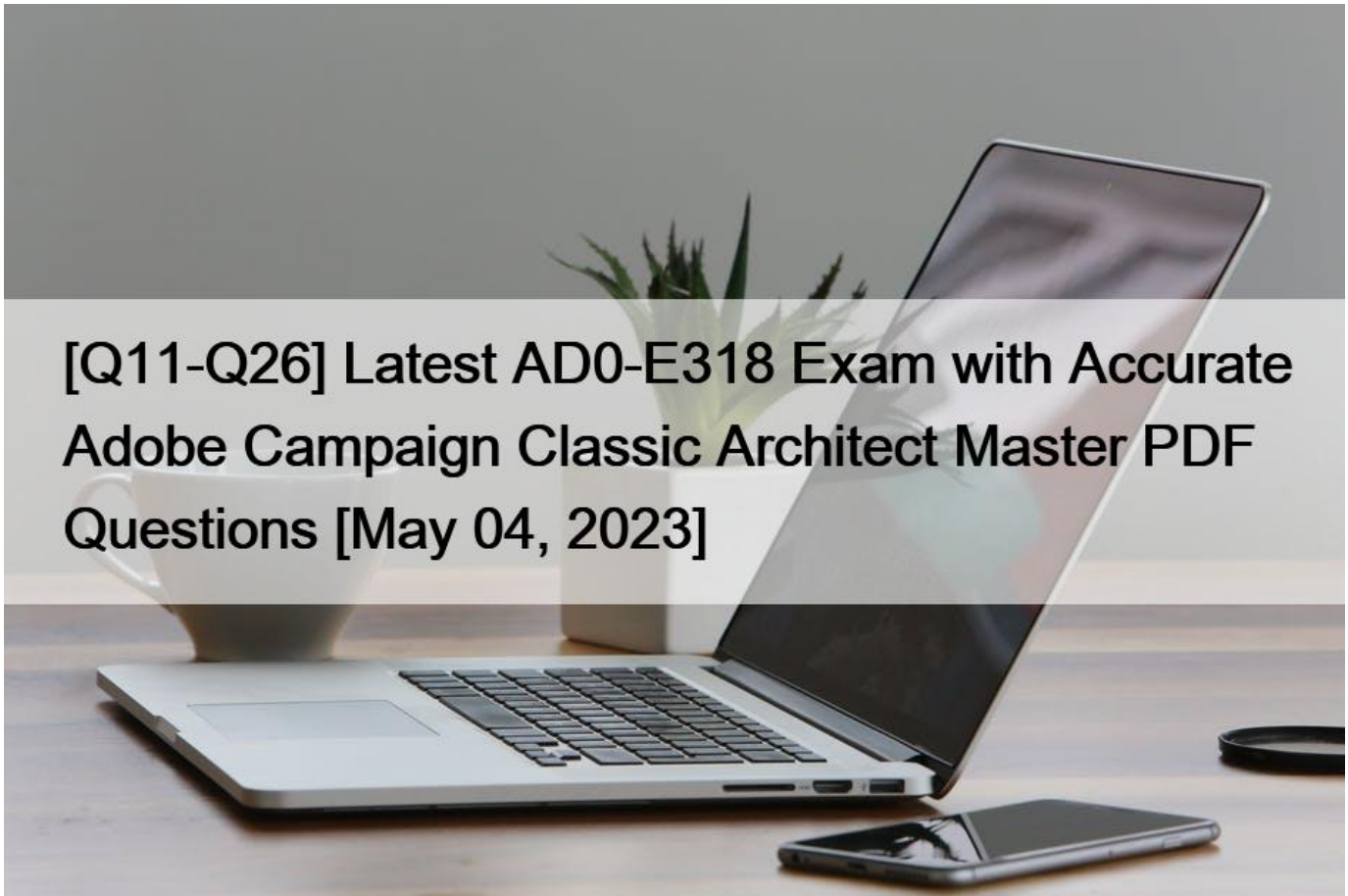# [Q11-Q26 Latest AD0-E318 Exam with Accurate Adobe Campaign Classic Architect Master PDF Questions [May 04, 2023

[May 04, 2023] Latest AD0-E318 Exam with Accurate Adobe Campaign Classic Architect Master PDF Questions

Practice To AD0-E318 - Actualtests4sure Remarkable Practice On your Adobe Campaign Classic Architect Master Exam

NEW QUESTION 11

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?

* 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.
* Leverage the GDPR module and implement national opt-in permissioning per country
* 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
* Using the main Recipient schema, create dedicated Folders for each Country, and restrict Read rights by Operator Regional settings and Organizational entities

NEW QUESTION 12

A customer needs help to optimize a workflow that automatically exports tracking records campaigns sent during the day.

The workflow has a scheduler that runs every 6 hours and reads tracking logs created current date minus 6 hours. During data validation, the customer notices that records are missing with this approach.

Which two recommendations should the Architect make? (Choose two.)
* Add a scheduler to execute every 6 hours, use an option to store the date since last execution of the export workflow, and use as a reference point.
* Use an incremental query activity to fetch the last modified records from the tracking table modified in the last 6 hours.
* Create an incremental query activity to fetch the last modified records from the recipient table that has tracing logs modified in the last 6 hours.
* Add a scheduler to execute every 6 hours and use a dirty flag to update the tracking record that was picked in the execution of the workflow
* Create a loop with a wait for 6 hours, store an instance variable of the id field that was last selected, and use that in the next query.

NEW QUESTION 13

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.)
* Avoid running more than the limit configured for workflows to execute simultaneously.
* Schedule data load and export technical workflows overnight or during off- peak hours.
* Check the execute in the engine option on all related workflows to run faster
* Execute unconditional stop to clear cache and restart the workflow that are slow
* Configure the severity in all workflow properties to Production/Critical to run on priority.

NEW QUESTION 14

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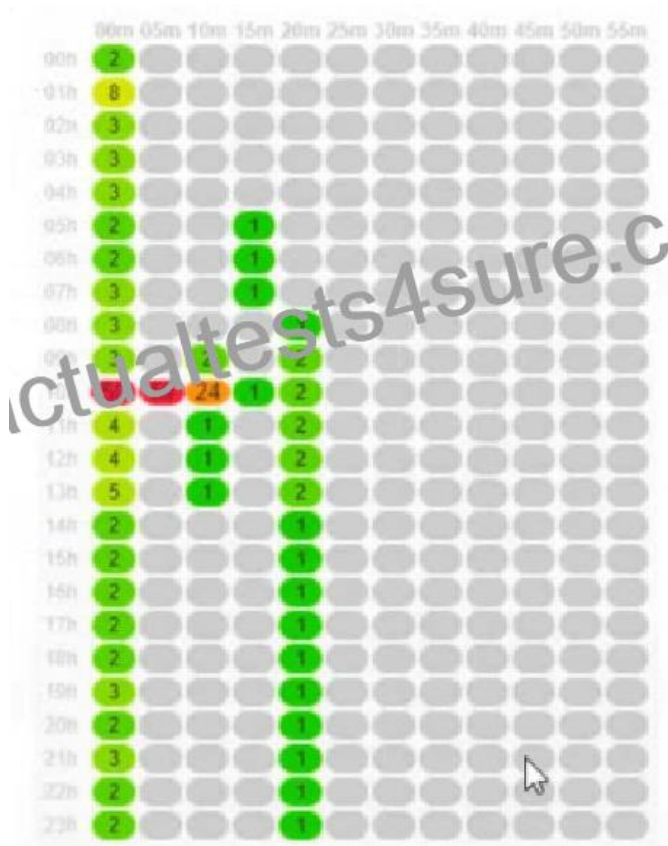
A customer calls for urgent support. Their Adobe Campaign instance is running slowly and marketing workflows are taking a long time to execute the Architect finds.

* 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?
* Check with the DBA and archive old workflows to free up space
* Restart the wfserver process and clear cache
* Schedule workflows at different start times and restart pending workflows
* Pause the running workflows and restarts the pending workflows

NEW QUESTION 15

A retail company receives Adobe Analytics Insights about customer productcomplaints.

They want to execute a Windback campaign to these customers in within 1 hour of the customer’s web session.

What should the Architect recommend?
* Configure Triggers to fire pipeline events to Campaign and design a recurring campaign
* Design a custom REST application in the CMS that Triggers a transactional email to targeted customers

* Designated customerSOAP application in the CMS that Triggers a transactional email to targeted customers
* Configure he Adobe Analytics Genesis connector and leverage the remarketing workflows

NEW QUESTION 16

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?
* Create RunBook and perform Customer Care handoff
* In the Deployment Wizard, make sure that Web Application and Mirror Page URLs refer to the Midsoure server
* Make sure the IP Warning plan is approved and the associated workflows created
* Validate that the assigned IP addresses have a high sending reputation.
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 17

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NEW QUESTION 18

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?
* Apply formatString javaScript functions for processing the data in web application before exporting the data.
* Apply digestStrSha1 JavaScript functions for processing the data in web application before exporting the data
* Apply escape JavaScript function for processing the data in web application before
* Apply cryptString javaScript function for processing the data in web application before exporting the data.
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 19

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.
* Install the MRM package, conduct scoping workshops to define Plans, Program and associated Budgets, and create Delivery Outlines to apply to control costs.
* Use Campaign Simulation Models to filter contact lists by probable engagement scores
* Using historical contact data, segment customers by reachable contact channel preference and prioritize contact volume initially to the lowest cost channel.
* 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.
* Develop customized email content management templates to migrate postal contact channel communications to email channel communications, and validate permissions via SMS

NEW QUESTION 20

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?
* Account ID and Created date
* Account ID and Created date
* ID field and Created date
* ID field and Last Modified
The ID field must be present to identify the records from the CRM system, while the Last Modified field must be present to identify the records that have been modified since the last import.

NEW QUESTION 21

Refer to the exhibit.
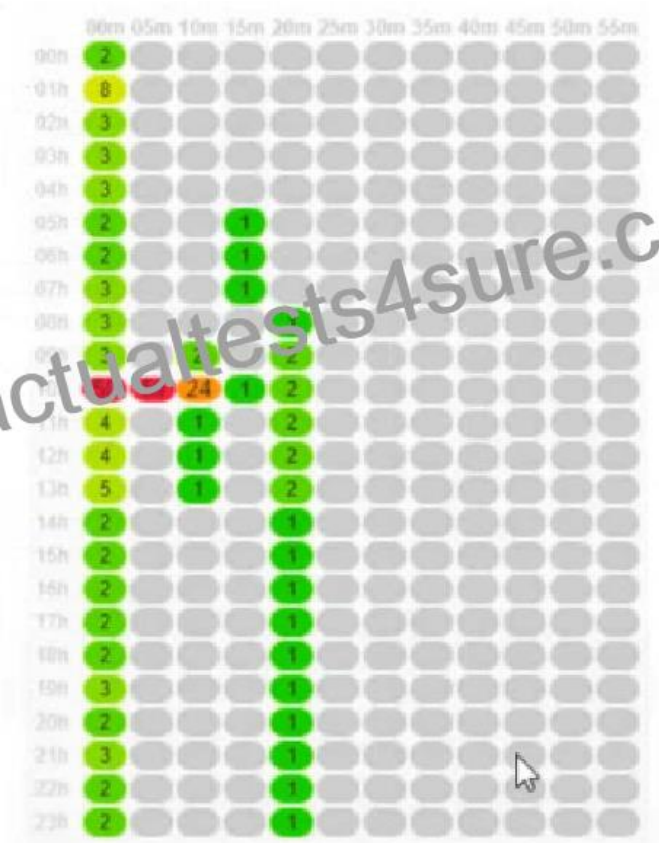
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What should the Architect recommend?
* Check with the DBA and archive old workflows to free up space
* Restart the wfserver process and clear cache
* Schedule workflows at different start times and restart pending workflows
* Pause the running workflows and restarts the pending workflows

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.

NEW QUESTION 22

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 hops to grow.

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

* Operating systems used to log in to the solution
* 20 Marketing employees
* Logins from three different countries
* The Mobile app integration
* 800k email profiles

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.

NEW QUESTION 23

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 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?

* Within a JavaScript activity, write a script that queries the counts from the various branches this data then be sent via an Approval activity.
* Use an Alert activity to notify the Workflow Supervisor to review the counts from the workflow.
* Enable the”Target Content Approval” option within the delivery and assign it to the desired operator.
* 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

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-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 24

A client captures interests in flat data files from external websites. The want to integrate the topic subtraction data into Adobe Campaign.
* Custom schemas with opt-in flag for each topic.
* List for each topic
* Information Service
* Additional attributes for topic subscription within theRecipient schema

NEW QUESTION 25

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Which two recommendations should the Architect make? (Choose two.)
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* Check the execute in the engine option on all related workflows to run faster
* Execute unconditional stop to clear cache and restart the workflow that are slow
* Configure the severity in all workflow properties to Production/Critical to run on priority.
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.

NEW QUESTION 26

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* Account ID and Created date
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Adobe AD0-E318 Exam Syllabus Topics:

TopicDetailsTopic 1- Determine the correct method for solution promotion to the respective environment- Given a scenario, provide performance, infrastructure, and configuration recommendationsTopic 2- Specify the Data Model and integration map design parameters for a Campaign solution with other customer tools- Analyze and design custom integrationsTopic 3- Given specific business requirements, determine the information relevant to solution design- Determine the correct method to design solutions using additional modulesTopic 4- Given a scenario, advise on the appropriate hardware infrastructure needed during solution design- Specify integration parameters and approach for Adobe and non-Adobe application integrationsTopic 5- Analyze the overall solution to determine technical risks, assumptions, issues and dependencies- Determine the solution design required to comply with laws and regulationsTopic 6- Given a set of key modules, validate the configuration of the module set-up- Analyze Campaign Classic set-ups to advise on improvementsTopic 7- Given a scenario, recommend integration solutions to enable native and third-party integrations with Adobe Campaign Classic- Analyze and design custom features

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