

DUMPS ARENA

Adobe Campaign Classic Architect Master

Adobe AD0-E318

Version Demo

Total Demo Questions: 10

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QUESTION NO: 1

A customer with an on-premise enterprise deployment wants to send Push Notification to IOS devices when Offers are Available/Expired using IOS binary connector.

Which ports should be opened for communication with the notification services?

- A. 433 and 8080
- B. 2195 and 443
- C. 2196 and 8080
- D. 2195 and 2196

ANSWER: D**Explanation:**

These ports are used to communicate with the Apple Push Notification Service (APNS) and are the only ports used for sending push notifications to iOS devices.

1. Technical Communication Suite 5

https://help.adobe.com/en_US/techcomsuite/tcs/using/techcomsuite_5_help.pdf

2. 11 Great Customer Service Examples (2022) - Qualtrics

<https://www.qualtrics.com/blog/customer-service-examples/>

QUESTION NO: 2

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

ANSWER: C**QUESTION NO: 3**

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-.xml file to
- 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
Wfserver autoStart="true" affinity= XXX,YYY/>

ANSWER: B**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-.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

Reference: Adobe Campaign documentation: <https://docs.adobe.com/content/help/en/campaign-classic/using/managing-workflows/configuring-workflow-execution/configuring-workflow-server-affinities.html>

QUESTION NO: 4

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.

- B.** Schedule data load and export technical workflows overnight or during off- peak hours.
- 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: 5

A company provides requirements for a new marketing campaign that will send selected customers one of several newsletter communications with selected articles based on the recorded interests.

The solution must use their centralized customer data, no older than from the previous day, and customize the newsletter template to contain articles relevant to the customers preferences.

The campaign should consider whether the customer has subscribed to the newsletter and what frequency the customer has opted in to receive the communications.

Which two options should be implemented?

- A.** The Interaction module to manage presenting content to customers
- B.** A CRM connector to ETL customer data into Campaign
A CRM connector to ETL customer data into Campaign: A CRM connector allows for the extraction, transformation, and loading of customer data into Campaign, ensuring that the most recent and accurate data is used to customize the newsletter template and target the correct customers. D. Audience manager integration to shape audience for each newsletter: Audience manager allows to segment audience based on their preferences, behavior, demographics, etc. It helps to shape audience for each newsletter and target them with specific content. It will help in identifying customers and target them based on their preferences and subscribed newsletter frequency.
- C.** A custom solution to manage customers' preferences
- D.** Audience manager integration to shape audience for each newsletter
- E.** Offline and Online channel integration to allow cross channel journeys

ANSWER: B D

Explanation:

B. A CRM connector to ETL customer data into Campaign: A CRM connector allows for the extraction, transformation, and loading of customer data into Campaign, ensuring that the most recent and accurate data is used to customize the newsletter template and target the correct customers. D. Audience manager integration to shape audience for each newsletter: Audience manager allows to segment audience based on their preferences, behavior, demographics, etc. It helps to shape audience for each newsletter and target them with specific content. It will help in identifying customers and target them based on their preferences and subscribed newsletter frequency.

QUESTION NO: 6

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**Explanation:**

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:

QUESTION NO: 7

A client requests a link from the recipient to their last transaction. The client only needs to see the link from the recipient to the last transaction and wants to ensure the reverse link is not visible from the transaction table.

Only the insurance business unit needs to have visibility.

Which option should the Architect implement?

A)

```
revLink= 'NONE'  
AND  
<sysFilter name="writeAccess"> <condition enabledIf="hasNamedRight('Insurance_BU')"  
expr="FALSE"/> </sysFilter>
```

B)

```
revLink= 'SINGLE'  
AND  
<sysFilter name="readAccess"> <condition enabledIf="hasNamedRight('Insurance_BU')"  
expr="FALSE"/> </sysFilter>
```

C)

```
revLink= 'NONE'  
AND  
<sysFilter name="readAccess"> <condition enabledIf="hasNamedRight('Insurance_BU')"  
expr="FALSE"/> </sysFilter>
```

D)

```
revLink= 'SINGLE'  
AND  
<sysFilter name="writeAccess"> <condition enabledIf="hasNamedRight('Insurance_BU')"  
expr="FALSE"/> </sysFilter>
```

- A. Option A
- B. Option B
- C. Option C
- D. Option D

ANSWER: C**QUESTION NO: 8**

A technical Architect is setting up the data model for a new Adobe Campaign implementation.

The customer wants to set up personalized birthday campaign and has the following fields in the source database table.

* First_Name

- * Age
- * Social_Security
- * Upload_Data
- * DateOyBirth

Which two fields should be included in Campaign data mode? (Choose two.)

A. Social_Security, used for personalization

First_Name should be included in the Campaign data model as it can be used for personalization in the birthday campaign. It can be used in the salutation of the email or SMS message, for example, "Happy birthday, [First_Name]!".

B. First_Name, used for personalization

C. Age, used for segmentation

D. DateOfBirth used for segmentation

DateOfBirth should be included in the Campaign data model as it is used to segment the recipients based on their birthdate, to ensure that the birthday campaign messages are sent to the right recipients on the right day.

Social Security Number is considered as sensitive personal data and it is not recommended to include it in the Campaign data model due to the security risks and the compliance regulations. Age and Upload_Date not really useful for the birthday campaign and should not be included in the Campaign data model.

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. Upload_Date used for segmentation

ANSWER: B D

Explanation:

A. First_Name should be included in the Campaign data model as it can be used for personalization in the birthday campaign. It can be used in the salutation of the email or SMS message, for example, "Happy birthday, [First_Name]!".

D. DateOfBirth should be included in the Campaign data model as it is used to segment the recipients based on their birthdate, to ensure that the birthday campaign messages are sent to the right recipients on the right day.

Social Security Number is considered as sensitive personal data and it is not recommended to include it in the Campaign data model due to the security risks and the compliance regulations. Age and Upload_Date not really useful for the birthday campaign and should not be included in the Campaign data model.

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: 9

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

Explanation:

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.

Reference: [1] <https://docs.adobe.com/content/help/en/campaign-classic/using/campaign-management/package-and-deployment/about-package-and-deployment.html>

QUESTION NO: 10

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.