

Adobe

AD0-E318 Exam

**Adobe Campaign Classic Architect Master
Questions & Answers
Demo**

Version: 4.0

Question: 1

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.)

- A. 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.
- B. Use an incremental query activity to fetch the last modified records from the tracking table modified in the last 6 hours.
- C. 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.
- D. 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
- E. 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.

Answer: BD

Question: 2

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. Message Center
- C. Interaction
- D. Leads
- E. Campaign Optimization

Answer: BD

Question: 3

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

Answer: A

Question: 4

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

- 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: D

Question: 5

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 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: C

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