

VCEup

Exam Code: AD0-E318

Exam Name: Adobe Campaign Classic Architect Master

Website: <https://VCEup.com/>

Team-Support: <https://VCEplus.io/>



Question No: 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

Explanation:

Question No: 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

Explanation:

Question No: 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

Explanation:

Question No: 4

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

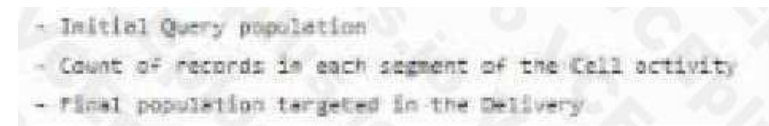
- A. Custom schemas with opt-in flag for each topic.
- B. List for each topic
- C. Information Service
- D. Additional attributes for topic subscription within the Recipient schema

Answer: D

Explanation:

Question No: 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:



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

Explanation:

Question No: 6

An Architect on a new project needs to review the existing Campaign solution. The current solution sends emails, SMS, and Push messages.

The customer currently has a mobile application that sends approximately 500,000 Push messages an hour. The company wants to add another mobile application to alert customers about the start of upcoming television shows.

Volume estimates for Push messages for the new application are approximately 1.5 million per hour.

What should the Architect focus on first for the new design?

- A. The Workflow that operates the push messaging activities
- B. The number of dedicated Push MTAs in the solution
- C. Whether any of the existing channels have overlapping deliveries planned
- D. The integration of the Push SDK into the mobile application

Answer: D

Explanation:

Question No: 7

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. Activation SMS external'' Connection settings'' so that automatic short codes capability is working.
- 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. Update the existing technical processing short code replies automatically and set the Blacklist flag using an Update step.

Answer: A

Explanation:

Question No: 8

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: C

Explanation:

Question No: 9

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.

- 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: D

Explanation:

Question No: 10

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:

Question No: 11

A retail company receives Adobe Analytics Insights about customer product complaints.

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?

- A. Configure Triggers to fire pipeline events to Campaign and design a recurring campaign
- B. Design a custom REST application in the CMS that Triggers a transactional email to targeted customers
- C. Designated customer SOAP application in the CMS that Triggers a transactional email to targeted customers
- D. Configure he Adobe Analytics Genesis connector and leverage the remarketing workflows

Answer: C

Explanation:

Question No: 12

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: C

Explanation:

Question No: 13

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: D

Explanation:

Question No: 14

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

Answer: A

Explanation:

Question No: 15

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 he result.
- C. Create a JavaScript server page template to enable https calls to the external service, ensure urlpermission is correctly configured for the external service endpoint, and create a JavaScript libraryfunction 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

Explanation:

Question No: 16

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: D

Explanation:

Question No: 17

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: C

Explanation:

Question No: 18

A company is migrating from an email service provider to Campaign. The company wants to move over 300 daily recurring campaigns into the in new instance.

The campaigns need to run body.

What should the Architect recommend?

- A. Merge common campaigns and use conditional logic to determine which blocks of content to display within the delivery.
- B. Change the Application server configuration Action-Active. User can create workflows on either the Primary or Secondary application server, so the load on the database is halved.
- C. Run the campaign workflows at different intervals and make sure they execute only when data is available to avoid 0-record question and reduce database load.
- D. Increase the number of database connection to 350, The 300 campaigns can execute alongside all other system processes with minimal effect.

Answer: D

Explanation:

Question No: 19

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: CF

Explanation:

Question No: 20

A company has customers in California. The company has purchased Adobe Campaign and wants to empower its customer to control the exchange of their personal information.

What should the Architect do?

- A. Ensure hosting instance that holds personal information is in California
- B. Install the Privacy package and external the recipient schema with a CCPA opt-out flag.
- C. Install the Privacy package and create a separate data schema to maintain the personal information.
- D. Advocate the development of a privacy management application to control exchange of personal information.

Answer: A

Explanation:

Question No: 21

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

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

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

Answer: D

Explanation:

Question No: 22

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

Answer: B

Explanation:

Question No: 23

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: B

Explanation:

Question No: 24

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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: B

Explanation:

Question No: 25

A client planning a migration asks for support designing a new data model. They currently use a simplistic email service provider and want to leverage Adobe Campaign capabilities for a more complex data model.

Which approach should the Architect recommend?

- A. Service- Centric
- B. List- Centric
- C. Campaign- Centric
- D. Customer- Centric

Answer: C

Explanation:

Question No: 26

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
- B. First_Name, used for personalization
- C. Age, used for segmentation
- D. DateOfBirth used for segmentation
- E. Upload_Date used for segmentation

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Answer: AC

Explanation:

Question No: 27

A company has Google Analytics. Adobe Campaign and Adobe target in their marketing stack.

They want to message customers with an hour after they abandon their carts.

Which option should the Architect recommend?

- A. Configure an API call to Message Control to trigger on email to the customers.
- B. Configure Experience Cloud triggered to target customers who abandon cart
- C. Create all file export from google analytics to campaign with Abandon cart customer
- D. Integration with Google Analytics using the Genesis connector and execute a Reminder campaign

Answer: D

Explanation:

Question No: 28

An Architect needs to design a custom channel on Campaign Classic that sends asynchronous requests.

During testing, the lead developing notices that MTA child processes are hanging, which results in delivery parts that are being sent until the MTA child processes restart.

What is causing this problem?

- A. The maximum number of MTA processes is too low in relation with the allowed maximum number of pending Delivery Parts per MTA child.
- B. The maximum number of MTA child processes is too low in relation with the allowed maximum number of pending Delivery Parts per MTA child
- C. The maximum allocated memory for the MTA child processes is too low in relations with the allowed maximum number of pending Delivery Parts per MTA child.
- D. The Maximum allocated memory for the MTA process is too low in relation with the allowed maximum number of pending delivery pending Parts per MTA child

Answer: D

Explanation:

Question No: 29

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: D

Explanation:

Question No: 30

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

Answer: AE

Explanation:

Question No: 31

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: E

Explanation:

Question No: 32

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

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Answer: BD

Explanation:

Question No: 33

A customer has a data retention policy for the logs in Adobe Campaign Classic of 365 days. They send over 1 million emails per month.

The Architect designs a workflow with a scheduler that triggers every 10 minutes querying the recipient delivery log.

- A. Several execution can run at the same time.
- B. All connections to the database will be consumed.
- C. The workflow will run longer than 10 minutes and delay iterations.
- D. All expected records will not be retrieved due to the limited time.

Answer: C

Explanation:

Question No: 34

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: D

Explanation:

Question No: 35

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

What should the Architect recommend?

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

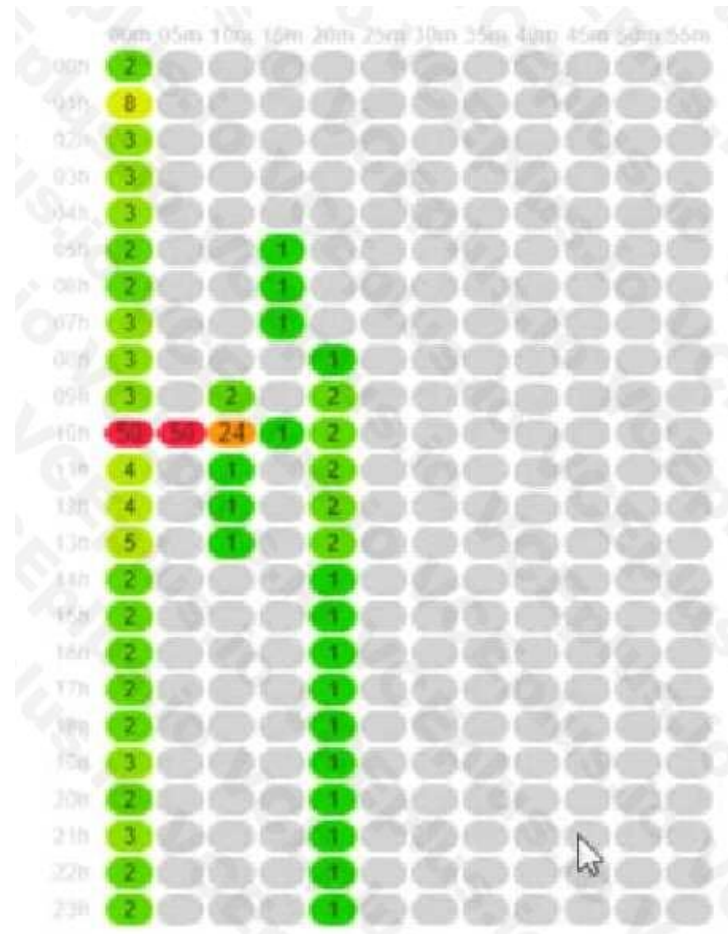
Answer: A

Explanation:

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Question No: 36

Refer to the exhibit.



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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. 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: D

Explanation:

Question No: 37

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. 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: C

Explanation:

Question No: 38

A company wants to connect their Salesforce.com CRM to their instance of Adobe Campaign Classic.

The Salesforce credential to enter into the External account have been provided by a third party that manages the company's instance of Salesforce. The Architect tests the connection in the external account and receives the following error message:

"INT - 150012 The HTTP query returned a "Server Error" type error (500) Invalid login or password -53"

Which solution should the Architect recommend?

- A. The Salesforce URL the third party has provided in http but needs to be https to order for AdobeCampaign Classic to authenticate with Salesforce.com
- B. Adobe Campaign Classic only supports Salesforce API version 37,21, and 15. The company version of Salesforce.com is not backward compatible with those versions. So a custom integrating is required for the login and password to work.
- C. The Salesforce.com password provided is actually the password and security token combined into one field and need to be split and entered into the respective section in the External account.
- D. The Salesforce.com URL needs to be whitelisted by defining a urlPermission with the domain and RedEx in the servieConf.xml file on the application server.

Answer: D

Explanation:

Question No: 39

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: A

Explanation:

Question No: 40

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
- 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: D

Explanation:

Question No: 41

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: D

Explanation:

Question No: 42

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)

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```
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>
```

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A. Option A

B. Option B

C. Option C

D. Option D

Answer: D

Explanation:

Question No: 43

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.)

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: CE

Explanation:

Question No: 44

An Architect needs to extend an existing Campaign instance offer catalog with a large number of new offers.

Each of these new offers will require new Eligibility rules associated with them, to be presented to customer in a delivery.

How should the Architect design these new rules?

- A. Build complex Eligibility rules with multiple joins to save processing time
- B. Put the most expensive Eligibility rules in terms of time of processing at the of the tree
- C. Search offers from a specific category to avoid scanning he whole offer tree
- D. Put the most restrictive offer category Eligibility rules at the lowest possible position in the tree

Answer: A

Explanation:

Question No: 45

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: Prodduct ID, order ID, item ID products Product ID, Name, Status, Creation Date.

Which columns act as both primary and forgive 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

Explanation:

Question No: 46

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.

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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: D

Explanation:

Question No: 47

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.
- 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: CD

Explanation:

Question No: 48

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

Answer: D

Explanation:

Question No: 49

A customer requires a large amount of data to be imported in a short window of time from 15 different source tables, updating 8 different AC schemas. The tables require loading in a specific sequence to ensure data integrity.

The customer has a high-performance database serving Adobe Campaign which has significant spare CPU, memory capacity, and connections. Which solution should the Architect recommend?

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- A. Create multiple workflows to load data in each schema and master control workflow with subworkflow activities to call each in the right order, ensuring each subworkflow contains the minimum number of process and limited use of temp tables.
- B. Design a technical workflow with multiple forked branches in a logical sequence each branch containing a javascript activity using StartWith Parameters method to call a workflows External signal process step in a separate workflow execution context.
- C. Use multiple workflow servers with a load balancer, configure high and low priority wfserver affinities and leverage workflow instance configuration to distribute the load of the import workflow to high priority affinity.
- D. Recommend an additional database node set up in an active-active cluster and use a dedicated workflow server to run a single master workflow on it exclusively using a workflow instance parameter.

Answer: C

Explanation:

Question No: 50

An Architect needs to design a data model for a company that runs Multi Brand Campaign (Multi Channel).

Recipients can be customers of more than brand customer and brand data will be delivered to Adobe Campaign in flat files extracted from an external database.

What should the Architect do?

- A. Create custom schemas for each channel and store all brand data.
- B. Extend the Recipient schema and import all data from customer and brand
- C. Create customer schemas for brand data and store customer data in Recipient
- D. Create custom schemas for all brand and customer data

Answer: A

Explanation:

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