Adobe

AD0-E318 Exam

Adobe Campaign Classic Architect Master

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: AB

Explanation:

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: BC

Explanation:

Message Center: This module would be used to create and manage the email template for the order confirmation, which would include the personalized offer.
Interaction: This module would be used to trigger the sending of the email, based on the

eCommerce application event, such as an order being placed. Reference:
https://docs.adobe.com/content/help/en/campaign-standard/using/basic-concepts/modules-overview.html

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: D

Explanation:

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.
Reference: [1] https://docs.adobe.com/content/help/en/campaign-classic/using/connectors/delta-import/microsoft-dynamics-crm.html

Question: 4

A client captures interests in flat data files from external websites. The want to integrate the topic subtraction data into Adobe Campaign. What should the architect configure?

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: A

Explanation:

Custom schemas with opt-in flags for each topic would allow the client to store the topic data in a structured manner and track which topics a recipient has expressed interest in. This would allow them to segment their recipients based on topic interests and target their Campaigns more effectively. Additionally, using an opt-in flag would allow the client to ensure that recipients have given their consent to receive communications on these topics.
References:
https://docs.adobe.com/content/help/en/campaign-classic/using/working-with-schemas/creating-custom-schemas.html
https://docs.adobe.com/content/help/en/campaign-classic/using/working-with-lists/creating-and-editing-lists.html

Question: 5

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?

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: A

Explanation:

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