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Question 1

Question Type: MultipleChoice

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?

Options:

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

Answer:

D

Explanation:

A customer-centric data model is the best approach for a client planning to leverage Adobe Campaign capabilities for a more complex data model. This approach focuses on organizing data around the customer and their interactions, rather than around specific campaigns or lists.

A customer-centric data model allows for a more detailed view of the customer, including all of their interactions, transactions, and behavior. This information can be used to personalize campaigns, improve segmentation, and analyze customer behavior. Additionally, it allows for better integration with other systems, such as CRM and e-commerce systems.

The other approach, Service- Centric, List- Centric, and Campaign- Centric, may not provide the client with the flexibility and granularity they need to effectively use Adobe Campaign's capabilities.

Question 2

Question Type: MultipleChoice

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?

Options:

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.

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Market Segmentation:<https://www.entrepreneur.com/article/247550>

Adobe Acrobat XI Pro[1]:<https://www.adobe.com/products/acrobatpro.html>

Why Consumers Spend More with Companies That Deliver Superior Customer

Service[2]:<https://www.forbes.com/sites/meghancassery/2012/11/08/why-consumers-spend-more-with-companies-that-deliver-superior-customer-service/?sh=4f4c1e0a4d4d>

Building a High-Trust Workplace Culture:<https://www.shrm.org/resourcesandtools/hr-topics/talent-acquisition/pages/high-trust-workplace-culture.aspx>

The Basics of International Trade:<https://www.export.gov/basics-trade>

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

1. Technical Communication Suite 5

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

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

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Question 3

Question Type: MultipleChoice

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?

Options:

- 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:

D

Explanation:

Applying an index on the Location attribute of the Reservation table can improve the query performance and reduce the return time. An index allows the database engine to quickly locate the data without having to scan the entire table. This can be especially useful when working with large tables with a high volume of data.

It's also important to consider that the other options might not provide a long-term solution for the problem.

References:

Indexes in SQL databases: <https://www.postgresql.org/docs/9.1/indexes.html>

Database indexing: https://en.wikipedia.org/wiki/Database_indexing

Question 4

Question Type: MultipleChoice

A client wants to protect PII data at recipient level for anyone that is not an Administrator.

What should the Architect do?

Options:

- 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:

C

Explanation:

This will ensure that the PII data is only visible to administrators, while all other users will be restricted from accessing the data.

Additionally, this will also ensure that the PII data is protected at the recipient level, as the AccessibleIf condition will prevent anyone other than administrators from viewing the data.

Question 5

Question Type: MultipleChoice

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?

Options:

- 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:

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-<instance>.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 `<wfserver autoStart="true" affinity="XXX, YYY,"/>`

Question 6

Question Type: MultipleChoice

A company has customers in Californi

a. The company has purchase Adobe Campaign and wants to empower its customer to control the exchange of their personal information.

What should the Architect do?

Options:

- 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:

B

Explanation:

Installing the Privacy package and external the recipient schema with a CCPA opt-out flag is a good approach to empower customers to control the exchange of their personal information. The package allows the creation of an opt-out field in the recipient schema and the ability to filter out recipients who have opted out.

Question 7

Question Type: MultipleChoice

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.)

Options:

- 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:

Composite keys in database design: <https://www.sitepoint.com/composite-keys-database-design/>

Indexing in SQL databases: <https://www.postgresql.org/docs/9.1/indexes.html>

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