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Adobe AD0-E328

Adobe Campaign Classic Architect Master Exam



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Question: 1

How should user consent be managed to ensure compliance with privacy regulations?

Response:

- A. Use a default opt-in for all recipients
- B. Store consent records in a dedicated database
- C. Delete user data after 30 days
- D. Apply typology rules to verify consent

Answer: B

Question: 2

Which workflow activities improve data accuracy and efficiency?

(Choose two)

Response:

- A. Enrichment activities
- B. Incremental updates
- C. Deduplication activities
- D. Export activities

Answer: B,C

Question: 3

During a project update, a stakeholder requests a detailed explanation of API integration issues. What is the best way to respond?

Response:

- A. Provide a high-level summary of the issue and proposed solutions
- B. Share API logs and request their feedback
- C. Avoid discussing the issue until it is resolved
- D. Explain the technical details of the issue in depth

Answer: A

Question: 4

What dependencies are critical for a successful campaign launch?

(Choose two)

Response:

- A. Accurate recipient targeting
- B. Real-time API synchronization
- C. Typology rule execution
- D. Campaign template design

Answer: A,B

Question: 5

What resources are essential for a successful campaign deployment?

(Choose two)

Response:

- A. A dedicated campaign operator
- B. Workflow and system architects
- C. A compliance officer
- D. A database administrator

Answer: B,D

Question: 6

What tools are commonly used to support custom integrations?

(Choose two)

Response:

- A. SOAP/REST APIs
- B. Typology rule editor
- C. FTP servers
- D. SQL queries

Answer: A,D

Question: 7

A client needs a campaign solution that includes daily audience segmentation and real-time reporting. Which resource should be prioritized for the implementation?

Response:

- A. Campaign operator
- B. Data integration specialist
- C. Workflow architect
- D. Typology rule analyst

Answer: C

Question: 8

Which practices improve the reusability of campaign workflows?
(Choose two)

Response:

- A. Using dynamic fields for personalization
- B. Setting fixed delivery times
- C. Avoiding hard-coded values
- D. Consolidating all activities into one workflow

Answer: A,C

Question: 9

A campaign delivery is delayed due to a dependency on an external data source. What is the best course of action?

Response:

- A. Modify the workflow to bypass the data source
- B. Schedule a meeting with the external data team
- C. Use the most recent data available
- D. Add additional typology rules to the campaign

Answer: B

Question: 10

Which component is critical for designing a reusable workflow template?

Response:

- A. Dynamic delivery settings
- B. Workflow branching conditions
- C. Predefined typology rules
- D. Modular workflow activities

Answer: D

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