

# Adobe Certified Expert (ACE) - Adobe Photoshop

1. Your client wants to configure a data connection perform an incremental data import from a Microsoft Dynamics CRM system. Which remote field(s) must be present in the CRM Connector settings to enable this?

A. Last Modified field

B. Account ID Last Modified field

C. ID field Last Modified field

D. Account ID field

**Answer(s): B**

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2. What are two reasons a company share an instance across multiple tenants? Choose the two correct answers.

A. Lower cost of maintenance

B. Need to share resources across tenants

C. Lower complexity of implementation

D. Simplify the upgrade process

E. Need to partition and secure data across tenets

**Answer(s): C D**

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3. You are planning an Adobe Campaign Classic build upgrade. After reading the release notes, in what order should these tasks be performed?

A. Backup config files Upgrade Test

B. Backup data Backup Config files Upgrade. Go live

C. Select version Backup data Upgrade Test

D. Backup data Backup config files Upgrade

**Answer(s): D**

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4. During the initial project scoping phase, you have recommended the following environments.

1. Development
2. Integration
3. Staging
4. production

Your client is pushing back on the number of environment that you have recommend for the overall solution What would be the most significant impact of reducing the number of environments in this list?

A. Without an operational staging environment, you cannot accurately validate the impact that a new release will have on production.

B. Without a staging environment, your client teams do not have anywhere to perform training tasks on.

C. Without a staging environment, your client teams do not have anywhere to perform training tasks on.

D. Without an integration environment, you cannot test the solution in the enterprise

**Answer(s): B**

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5. What is the different between a solution design document and an Adobe campaign playbook?

A. A solution design document describes the design and implementation of a solution, while a playbook describes how to operate it.

B. A solution design document contains a guide to marketing activities while a playbook includes technical information.

C. A solution design document contains high level architectural content, but a Campaign playbook goes into a lot more detail.

D. A playbook contains the same information as a solution design document, except it is written in a way to be more client friendly

**Answer(s): B**

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6. During the discovery phase of a new project the client presents to you the potential impact brought by GDR to their Adobe Campaign Classic implementation.

Which requirement mandates that GDPR will be include on your implement design?

A. GDPR expands on the privacy capabilities already available in Adobe campaign consent management

B. GDPR allows more granular management of preferences on a per-customer level

C. GDPR applies to anyone who wants to access customer data residing inside an Adobe Campaign instance

D. GDPR applies to Adobe Campaign custom who hold data for Data subjects residing in the EU.

**Answer(s): A**

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7. The client da a network of franchise and wants to run central and local marketing capaingn from the same Adobe Campaignn Classic instance. Which module can help to implement this business process?

A. Shares Audience

B. Marketing Resources Management

C. Distributed Marketing

D. Campaign Management

**Answer(s): A**

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**8.** What is the default reconciliation key used to configure an external account for shared audiences between Adobe Campaign Classic and Adobe Experience Cloud?

A. Recipient-Visitor ID (UUID)

B. Recipient-primary key (recipient ID)

C. Audience Declared ID

D. Audience-primary key

**Answer(s): C**

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**9.** Before installing an on-premise Adobe Campaign Classic which three steps must be taken? Choose the correct answers.

A. Estimate Hardware requirements (on-premise)

B. Generate a data model of your database

C. Check deliverability Best Practices

D. Understand Hosting models

E. Learn more about Campaign technical workflows

F. Check on-perm/host limitations

**Answer(s): B E**

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**10.** Which aspects of the client infrastructure should be evaluated prior to installing Adobe Campaign Classic on premise? Choose the two correct answers.

A. Required TCP ports are open

B. Network bandwidth

C. Authentication model

D. Operating system of the database server

E. Capacity of the company's messaging server

**Answer(s): C E**

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**11.** What are the three security that can be set up for an operator?

A. Open, Restricted and LAN

B. Admin, Internal and User

C. Publish Restricted and Local

D. Internet, VPN and VLAN

**Answer(s): C**

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**12.** The Digital Foundation Use case is often used to explain the complete capabilities of the Adobe Experience Cloud. What is the role of Adobe Campaign Classic in the Adobe Experience Cloud?

A. Allows us to deliver the right experience to the right customer.

B. Consolidates customer data to provide relevant engaging experience across devices and channels.

C. For designing and executing digital marketing campaigns and environment for virtual campaign orchestration.

D. Manage content and how customer interact with it

**Answer(s): C**

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**13.** Which events would use a Push Event SOAP call of type rtEvent to generate transactional messages from Message Center? Choose the three correct answers.

A. A previously unavailable product is now in stock

B. A web user confirm their order on website

C. A password change confirmation

D. A new web offer is launching which meets the user segmentation criteria

E. An anonymous user abandons a shopping cart

F. A user opts out from emails communications

**Answer(s):** B D

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**14.** For successful implementation of a multi-phase project, what architectural consideration must be address in the first phase of the project?

A. All direct marketing channels.

B. Data partitioning or multi-tenancy

C. Connectors to CRM systems

D. Transactional messaging infrastructure

**Answer(s):** B

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**15.** Your client in the manufacturing industry, wants to manage and execute campaigns form its headquarters, where dealers can requires and provide the targeted audience content. Which Adobe Campaign Classic capability would you recommend to meet the requirement?

A. Signal activity

B. Message Center

C. Distributed Marketing

D. Targeting workflows

**Answer(s): C**

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**16.** How should you enable near-real triggers from Adobe Analytics?

A. Integration with the Adobe marketing Cloud

B. Experience Cloud Pipeline

C. Message Center

D. Web Analytics Connector

**Answer(s): B**

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**17.** In Adobe campaign Classic data model design what is the correct method to enforce a 1-1 link between two tables?

A. Integrity with value normal

B. revCardinality with value unbound

C. Integrity with value own

D. revCardinality with value single

**Answer(s): A**

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**18.** Given the sample JavaScript code below, what are two reasons the core does not update delivery labels with content length? Choose the two correct answers.

```
javascript
var deliveries = stk.queryDef.create(
  <queryDef schema="rms:delivery" operation="select">
    <select>
      <node expr="@id"/>
      <node expr="[content/sms/source]" alias="@content"/>
    </select>
  </queryDef>
).ExecuteQuery();
for each (var delivery in deliveries) {
  delivery.@label += ", length: " + delivery.@content.length
}
```

- A. The queryDef is missing the where clause.
- B. The label is not written to the database
- C. Syntax error cannot write XML directly in javaScript.
- D. The @Content attribute is not of type string.
- E. Syntax error lines are not terminated with semicolons

**Answer(s):** B E

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**19.** What is the integration point between Campaign Classic and Adobe Analytics to support top real-time triggered Abandoned Basket use case?

- A. Adobe /O
- B. Pipeline
- C. Launch
- D. Omniture

**Answer(s):** B

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**20.** The customer needs the marketing users to be able to access to data to records but do not want them to see Personally Identifiable Information. What is the correct attribute to use in a schema definition?



A. Enable

B. Accessibleif

C. Visibleif

D. Viewable

**Answer(s): A**

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