



QUESTION & ANSWER

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Exam : **AD0-E328**

Title : Adobe Campaign Classic
Architect

Version : DEMO

1. 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

2. 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

3. 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

4. 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)

```
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>
```

- A. OptionA
- B. OptionB
- C. OptionC
- D. OptionD

Answer: D

5.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 codeactivities. 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