AD0-E308^Q&As

Adobe Campaign Classic Developer

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QUESTION 1

Which statement is true regarding campaign hierarchy?

A. A campaign program folder is required to create a campaign.

B. A campaign folder is required to create a campaign.

C. A campaign workflow folder is required to create a campaign.

D. A campaign plan folder is required to create a campaign.

Correct Answer: A

Reference: https://docs.adobe.com/content/help/en/campaign-classic/using/orchestrating-campaigns/ orchestrate-campaigns/setting-up-marketing-campaigns.html

QUESTION 2

A Campaign must exclude anyone who has received a different email sent from Adobe.

Which table should a Campaign developer query to find the people that have received the other email?

A. nms:broadLogRcp

B. nms:broadLog

C. nms:trackingLogRcp

D. xtk:broadLog

Correct Answer: B

QUESTION 3

A developer is building a campaign that selects recipients the day after recipients contact customer support and send the same email content regardless of day of execution.

A different delivery ID must be associated with each day\\'s send for campaign analysis.

How should the Campaign developer meet the analysis requirements with the minimum daily maintenance?

A. Leverage a Continuous delivery

B. Leverage a Recurring delivery

C. Create an Email delivery and re-execute each day

D. Create a new Email delivery each day

Correct Answer: C

QUESTION 4

With every marketing campaign for a client that has several brands, a Campaign developer must associate the brand with the campaign for reporting purposes.

What changes should the Campaign developer recommend?

A. Extend the nmsPlan schema and add brandName attribute. Modify the form for nmsPlan to include the brandName as input field.

B. Extend the nmsOperation schema and add brandName attribute. In the campaign workflows, include an "update activity" to update the nmsOperation\\\'s brandName attribute.

C. Extend the nmsOperation schema and add brandName attribute. Modify the form for nmsOperation to include the brandName as input field.

D. Extend the nmsPlan schema and add brandName attribute. Modify the form for nmsProgram to include the brandName as input field.

Correct Answer: A

QUESTION 5

A Campaign developer must store a dynamically created email subject line code from a campaign workflow.

How should the Campaign developer meet this requirement?

A. Extract subject line code to a file from the campaign workflow and use the file in reports or re-marketing workflows

B. Modify the email delivery to write the subject line code to a custom schema

C. Write a custom JavaScript code in the campaign workflow to store subject line code in custom schema

D. Modify the target mapping used in delivery to log subject line code as "additional parameter" in the delivery logs

Correct Answer: B

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