

AD0-E308^{Q&As}

Adobe Campaign Classic Developer

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QUESTION 1

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 2

How should a campaign developer explain the importance of a custom namespace?

- A. Namespaces identify custom workflow jobs.
- B. Namespaces define the instance name.
- C. Namespaces create unique internal folder names.
- D. Namespaces separate user-defined schemas from Adobe schemas.

Correct Answer: B

Reference: <https://docs.adobe.com/content/help/en/campaign-classic/using/installing-campaign-classic/initial-configuration/deploying-an-instance.html>

QUESTION 3

A Campaign developer is configuring an exclusion that takes two queries as input.

Query 1: Select customers with email address Query 2: Select customers who do not want to be contacted Customers who do not wish to be contacted must be removed. In a test run of the exclusion, the workflow

raises the following error:

"You must define the main set for exclusion `Remove Suppressions`."

How should the campaign developer solve this issue?

- A. Ensure a primary set is selected on the exclusion tab in the exclusion activity

- B. Only connect one query activity to the exclusion
- C. Configure a delivery for use with the target audience
- D. Create the list called Remove Suppressions before running the exclusion

Correct Answer: D

QUESTION 4

A Campaign developer notices that a workflow scheduled to run daily and create a customer list is associated to a campaign marked as Finished.

What explains the outcome of the next scheduled workflow run?

- A. The workflow continues to run, but the list is NOT created as configured.
- B. The workflow does NOT run regardless of the schedule until the campaign end date is adjusted.
- C. The developer must copy the workflow into a new campaign and reschedule the new workflow.
- D. The workflow continues to run as scheduled and creates the list as configured.

Correct Answer: B

QUESTION 5

What is the purpose of the script iis_neolane_setup.vbs?

- A. To install IIS on the server
- B. To configure the Adobe Campaign server to use the IIS virtual directory
- C. To install the Adobe Campaign redirection software
- D. To update the Adobe configuration file to use IIS

Correct Answer: B

Reference: https://final-docs.campaign.adobe.com/doc/AC/en/INS_Installing_Campaign_in_Windows__Integration_into_a_Web_server.html

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