

AD0-E308^{Q&As}

Adobe Campaign Classic Developer

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QUESTION 1

A Campaign developer wants to utilize the standard directory structure in Adobe Campaign as much as possible.

Where should the Campaign developer create a sub-folder for workflows importing data to the recipient schema?

- A. Under Profiles and Targets > Jobs
- B. Under Resources > Campaign Management
- C. Under Administration > Production
- D. Under Administration > Configuration

Correct Answer: A

QUESTION 2

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 3

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 4

An attribute called model_name is added to an existing schema, customerModel, using the following code:

The XML for the new columns is parsed successfully and saved to the schema definition.

The end user tries to view the data using configure list... by adding the new attribute to the output columns.

The following database error is thrown. "Invalid column name `sModel_name`"

What is the reason for this error?

- A. The navtree definition for customerModel must be updated.
- B. The end user must disconnect and reconnect from the Campaign client.
- C. The attribute definition is missing a default value.
- D. The Update Database Structure process was NOT completed successfully.

Correct Answer: C

QUESTION 5

A Campaign developer receives a request to attach a file to each email in a campaign.

There are three variations of the attachment. The filename to be attached must be based on a recipient-level derived field: attachmentSegment. The derived field is created in an enrichment activity and carried through as additional data with the target population.

The developer will select File Name is Computed during delivery for each message and use a computed filename.

How should the developer set the attachment computed filename for the three attachments located in the C:\tosend directory?

- A. C:\tosend\ .pdf
- B. C:\tosend\ .pdf
- C. C:\tosend\ .pdf
- D. C:\tosend\.pdf

Correct Answer: A

QUESTION 6

In which activities can a Campaign developer set the segment code?

- A. Read List, Update Data, Fork, Test
- B. Test, Intersection, Fork, Enrichment
- C. Read List, Fork, Query, List Update
- D. Intersection, Query, Exclusion, Enrichment

Correct Answer: D

QUESTION 7

From the Adobe Campaign client console, how should a Campaign developer determine if the wfserver log contains errors?

- A. Navigate to "Home > Monitoring". Under "process list", click on the "wfserver@instance", then click on "open log journal" and search for "error"
- B. Contact Adobe support for help because wfserver logs are only accessible to Adobe system administrators
- C. Log in to the Adobe campaign server and navigate to the logs directory where Adobe Campaign software is installed. Edit the log file in a text editor
- D. Navigate to "Home > Explore > Administration > Technical Workflows" and search for "wfserver monitor" workflow. The logs written by the wfserver service are displayed under the "audit" of this workflow

Correct Answer: C

Reference: <https://docs.adobe.com/content/help/en/campaign-classic/using/monitoring-campaign-classic/production-procedures/log-files.html>

QUESTION 8

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 9

What is an accurate description of the Adobe Campaign Hierarchy?

- A. Program, Plan, Campaign, Workflow, Delivery
- B. Campaign, Plan, Program, Workflow, Delivery
- C. Plan, Program, Campaign, Delivery, Workflow
- D. Plan, Program, Campaign, Workflow, Delivery

Correct Answer: A

Reference: <https://docs.adobe.com/content/help/en/campaign-standard/using/getting-started/marketingplans/programs-and-campaigns.html>

QUESTION 10

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

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