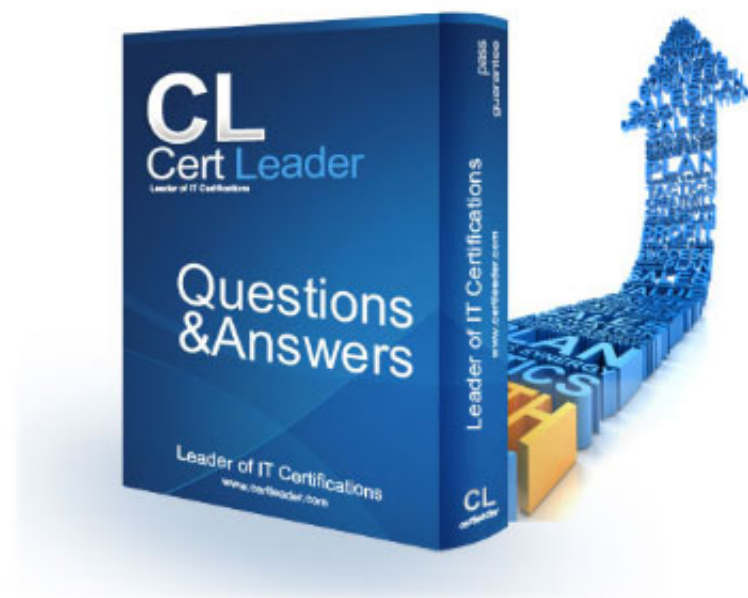


AD0-E308 Dumps

Adobe Campaign Classic Developer

<https://www.certleader.com/AD0-E308-dumps.html>



NEW QUESTION 1

A campaign target population is cut at 100 random records to receive a limited offer. When the Campaign developer goes to approve the targeting for the offer, only 90 records are available. Ten records have been removed by a required topology rule Less than 18 Years Old.

A Campaign developer must make sure exactly 100 records are selected and sent an offer while ensuring compliance.

How should the Campaign developer perform this task?

- A. Remove the less than 18 Years Old rule from the topology defined in the delivery
- B. Add a filter to the workflow to select only 18 years of age or older
- C. Change the execution order of the Less than 18 Years Old topology rule to execute later.
- D. Select 110 random records to account for the drop by the topology rule

Answer: A

NEW QUESTION 2

A Campaign developer is creating a flag to identify recipients who have specified date of birth. The Campaign developer codes the expression as follows in an environment activity.

```
lif([target/birthDate] is null, 'N', 'Y')
```

When the developer goes to save the expression, the following error displays:

```
Element 'birthDate' unknown (see definition of schema 'Recipients (nms:recipient)').
```

```
The path '/target/birthDate' is invalid in schema 'Enrichment 2 (temp:enrich2-src)'.
```

```
Unable to parse expression 'lif([target/birthDate] is null, 'N', 'Y')'.
```

What is the problem with this expression?

- A. Target/birthdate is missing the @ before birthdate
- B. Target is not a valid schema
- C. Lif is an invalid function
- D. The condition is null is NOT valid in expression

Answer: A

NEW QUESTION 3

A developer configures two split activities (Split1 and Split2). Each split has only one resulting segment. The population of the first split is the input population of the second. The segmentCode is configured on the split as follows:

```
Split 1
• Name: Split1
• segmentCode = 'segment1'

Split 2
• Name: Split2
• segmentCode = 'segment2'
```

All split and subsequent segment result in records. The campaign developer turns on the Concatenate the code of each segment with the code found in the input population option of the second split.

What is the resulting segmentCode value?

- A. Splitsegmentsplit2segment2
- B. Segment1segment2
- C. Segment2
- D. @ID of the recipient record + 'Segment2'

Answer: D

NEW QUESTION 4

A campaign developer must configure a campaign hierarchy. Campaign configuration are as follows:

- Campaigns are budgeted and planned quarterly (Example 2017 Q1)
- Campaigns run weekly (Example, Week1, Week2..)

How should the Campaign developer configure the campaign hierarchy?

- A. Program Level based on the specific instance of the campaign run (Week1) Campaign Level based on the campaign type (Product promotion) Plan Level based on the quarter of the year (2017 Q1)
- B. Plan Level based on the quarter of the year (2017 Q1) Program based on campaign type (product Promotional) campaign level based on the week of the campaign run (Week1)
- C. Program Level based on the quarter of the year (2017Q1) Plan based on campaign type (Product Promotion) Campaign based on weekly run (Week1)
- D. Delivery Level based on the quarter of the year (2017 Q1) Plan based on the weekly run on the campaign (Week1) Program based on campaign type (Product Promotion)

Answer: B

NEW QUESTION 5

The campaign developer must add a column to an existing table and schema. The column must support numerical values that contain up to 17 digits. What should a campaign develops use to model this column?

- A. Long data type
- B. Double data type
- C. int64 data type
- D. String data type

Answer: A

NEW QUESTION 6

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 Campaigns developer recommend?

- A. Extended the schema and add brandName attribute, Modify the form for nmsPlans to include thebrandName as input filed.
- B. Extended the nmsOperation schema and add brandName attribute in the campaign workflow include an "update activity to update nmsOperation's attribute
- C. Extended the nmsPlan schema and add brandName attribute Modify the form for nmsProgram to include the brandName as input filed.
- D. Extended the nmsOperation schema and add brandName attribute, Modify the form for nmsOperation to include the brandName as input filed.

Answer: D

NEW QUESTION 7

A marketer uses a custom Recipient field to store an email address. What changes, if any, must be made to send emails to seeds?

- A. Extend the seed schema with new email attribute, modify seed form, and reference the seed schema.
- B. Modify the seed form and reference the recipient schema.
- C. No changes are needed; the seeds can use the standard email attribute.
- D. Extend the seed schema with new email attribute only.

Answer: A

NEW QUESTION 8

A Campaign developer wants to allow users to pick values from and allow users to enter values that may not be in the drop-down list. How should the Campaign developer meet this requirement using enumeration?

- A. Create an enumeration within the schema defining using the type= userDef syntax
- B. Create a user enumeration that specific open as the type
- C. Create a user enumeration that specifies as the type
- D. Create an enumeration within the input from defining

Answer: C

NEW QUESTION 9

A client wants to use Amazon Redshift to install Adobe Campaign in a hybrid AWS environment to hold all customer data. Which step must be taken to utilize this type of data?

- A. Adobe Campaign tables must be created in the Redshift database
- B. FDA module must be installed to access a Redshift database
- C. Adobe Campaign does NOT support Redshift.
- D. ODBC native SQL drives must be installed to access a Redshift database

Answer: A

NEW QUESTION 10

A complain developer must store a customer email address secondary phone number, and secondary physical address in Adobe campaign. The campaign developer extends the recipient schema to perform this task. What is the result of doing this?

- A. Custom failed are stored in the temporary database table
- B. Column are added to the database table
- C. Column are added to the recipient database table
- D. Custom fields are stored in a new database table

Answer: D

NEW QUESTION 10

What monitoring log should a Campaign developer look at for a database error in a query activity?

- A. Mta
- B. inMail
- C. wfserver
- D. web

Answer: C

NEW QUESTION 14

A Campaign developer needs to run a created campaign workflow. The workflow fails with the following error: The schema specified in the transaction is not compatible with schema "nmsrecepient" specified in the delivery, the must be identical". Which steps should the Campaign take to resolve this error?

- A. Delete the email delivery and re-add in into the workflow.
- B. Unconditionally step and restart the workflow.
- C. Change the targeting dimension to the recipient schema prior to the delivery.
- D. Create a new target that matches the default schema of the workflow.

Answer: C

NEW QUESTION 18

A Campaign developer create an alert notification with the variable varsrecCount. What is the result?

- A. The notification has the population count of the target going into the alert activity.
- B. The notification sends the total population count for all segments in the campaign.
- C. The notification is blank until the final target is approval for the workflow.
- D. The notification has the number of recipient records in the database.

Answer: A

NEW QUESTION 22

What is an accurate description of the Adobe Campaign Hierarchy?

- A. Plan, Program, campaign, delivery, Workflow
- B. Program, Plan, campaign, Workflow, delivery
- C. Campaign, Plan, Program, Workflow, delivery
- D. Plan, Program, Campaign, Workflow, delivery

Answer: D

NEW QUESTION 27

A Campaign developer configure a delivery with 100 records. After executing the delivery the developer goes to approve the targeting. The developer sees 10 records as the target count and 90 records as the To send count.

The campaign developer needs a details listing of the individual dropped and the reason for exclusion before approving the target.

After opening the delivery, how should the campaign developer perform this task?

- A. Go to Delivery ->Exclusion
- B. Go to Audit -> Cause of Exclusions
- C. Go to Tracking
- D. Go to To > Exclusion Select Allow Excluded Address.

Answer: A

NEW QUESTION 31

A Campaign developer is settings up a new API to query the recipient table from an external application. The developer is setting up an Operator for use specifically with the new API. IN doing developer select the option" forbid access from the rich client.

What impact does this have on the API?

- A. The Operator authenticator via external accounts for API access.
- B. The Operator is denied access via the API.
- C. The Operator has access via the API.
- D. The Operator can issue API calls from within the rich client

Answer: C

NEW QUESTION 35

A client has 30 Campaign operation defined and requests that a campaign developer add 5 new operations. These operators only need to receive notifications when a specific email campaign workflow fails.

How should a Campaign developer set up these new operation?

- A. Create the 5 new operations and add them as members to the built-in Campaign Managers group
- B. Create the 4 new operators and create a new operators group with the 5 new operators as members
- C. Create the 5 new operators and add them as members to the built-in workflow Supervisors group
- D. Create the 5 new operators with Administrators privileges

Answer: C

NEW QUESTION 37

A Campaign developer must create a workflow to extract a set specified records to a flat file each day. Which three workflow activities are required? (Choose three.)

- A. Data Extraction (file)
- B. Query
- C. Scheduler
- D. Start

E. End

Answer: ABC

NEW QUESTION 40

A Campaign developer must create a new table in Adobe Campaign. None of the fields in the new table have unique values. What should the Campaign developer do?

- A. Create a table without a primary key
- B. Create a primary key on one of the available fields
- C. Create a composite key of multiple columns
- D. Create a primary key using autopk

Answer: B

NEW QUESTION 45

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