

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 developer is adding a schema to the existing data model.

Which step must be performed for the table to be used in Adobe Campaign queries?

- A. Create a join in the schema to the Recipient table.
- B. Match the schema name to the table name.
- C. Create a primary key in the schema.
- D. Create the schema in a new namespace.

Correct Answer: D

Reference: <https://docs.adobe.com/content/help/en/campaign-classic/using/configuring-campaign-classic/editing-schemas/schema-of-an-existing-table.html>

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

The client needs to load multiple files. The files must be loaded in a specific order based on data dependencies.

How should the client ensure the order and dependencies?

- A. Create multiple workflows using outbound transitions to link to the next data loading step
- B. Create multiple workflows using the scheduler to stagger data loading times
- C. Create multiple workflows using the jump step to call the next data loading step
- D. Create multiple workflows using an external signal to call the next data loading step

Correct Answer: A

Reference: <https://docs.adobe.com/content/help/en/campaign-classic/using/automating-with-workflows/use-cases/loading-delivery-content.html>

QUESTION 5

How should a Campaign developer allow a marketing user to start a workflow?

- A. Add the user to the Workflow Supervisor group
- B. Add the user to the Administrator Operator group
- C. Add the user to the Delivery Operator group
- D. Add the user to the Campaign Manager Operator group

Correct Answer: C

Reference: <https://docs.adobe.com/content/help/en/campaign-classic/using/getting-started/administrationbasics/access-management.html>

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