

AD0-E308^{Q&As}

Adobe Campaign Classic Developer

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QUESTION 1

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 2

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

Correct Answer: B

QUESTION 3

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. Change the execution order of the Less than 18 Years Old topology rule to execute later
- B. Select 110 random records to account for the drop by the topology rule
- C. Remove the Less than 18 Years Old rule from the topology defined in the delivery

D. Add a filter to the workflow to select only 18 years of age or older

Correct Answer: C

QUESTION 4

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 5

A Campaign developer needs to run a newly created campaign workflow. The workflow fails with the following error: "The schema specified in the transition is not compatible with schema "nms:recipient" specified in the delivery - they must be identical".

Which steps should the Campaign developer take to resolve this error?

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

Correct Answer: A

Reference: <https://experienceleaguecommunities.adobe.com/t5/adobe-campaign-classic/campaign-fromlist-not-linked-to-recipient-table/td-p/307501>

QUESTION 6

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 7

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

Campaigns are budgeted and planned quarterly (Example: 2017 Q1)

Campaigns are divided into three types: Product Promotional, Communication, Account Maintenance

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. Program Level based on the quarter of the year (2017 1) Plan based on campaign type (Product Promotion) Campaign based on weekly run (Week1)
- C. 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)
- D. Plan Level based on the quarter of the year (2017 Q1) Program based on campaign type (Product Promotion) Campaign Level based on the week of the campaign run (Week1)

Correct Answer: C

QUESTION 8

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

How should a Campaign developer set up these new operators?

- A. Create the 5 new operators and add them as members to the built-in Workflow Supervisors group
- B. Create the 5 new operators and add them as members to the built-in Campaign Managers group
- C. Create the 5 new operators and create a new operator group with the 5 new operators as members
- D. Create the 5 new operators with Administrator privileges

Correct Answer: C

QUESTION 9

A client has a user created specifically for making API calls. The client does NOT want to create a new session token for each call.

How should the Campaign developer configure the operator to accomplish this request?

- A. Enable trusted IP
- B. Forbid web access
- C. Use LDAP integration
- D. Use Adobe ID login

Correct Answer: B

QUESTION 10

A Campaign developer is building an automated workflow that is required to send emails to product purchasers from the previous day. The audience of each day's send must be stored in a delivery of its own.

Which type of delivery should the Campaign developer use in such a workflow?

- A. Recurring delivery
- B. Email delivery
- C. Continuous delivery
- D. Other delivery

Correct Answer: B

Reference: <https://docs.adobe.com/content/help/en/campaign-standard/using/managing-processes-anddata/channel-activities/email-delivery.html>

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