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QUESTION 1

Out of the following variables, which has the widest range of visibility within the platform?

- A. event variable
- B. option variable
- C. platform variable
- D. instance variable

Correct Answer: C

QUESTION 2

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

The Campaign developer needs a detailed listing of the individual records 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 To: -> Exclusions. Select Allow Excluded Addresses.
- B. Go to Delivery -> Exclusions
- C. Go to Tracking
- D. Go to Audit -> Causes of Exclusions

Correct Answer: B

Reference: <https://docs.adobe.com/content/help/en/campaign-classic/using/sending-messages/key-stepswhen-creating-a-delivery/steps-defining-the-target-population.html>

QUESTION 3

A client would like to add a new attribute to the Adobe Campaign nms:recipient schema for campaign targeting. How would a developer do this?

- A. Create a view on the existing schema
- B. Modify the source schema directly through the Adobe Campaign client console
- C. Create a JavaScript activity in a workflow to modify the schema XML
- D. Extend the schema with the same name but with a different namespace

Correct Answer: C

QUESTION 4

A diem wants to know If Message Center's transactional messages are linked with the Recipient record. What is the most accurate response from a Campaign developer?

- A. Message Center communications are only used when the target is not In the Recipient table
- B. Message Center communications are not linked lo Recipients by default, but can be if required
- C. Message Center communications must be linked to a Recipient record
- D. Message Center communications are linked to Recipients by default

Correct Answer: C

QUESTION 5

What are four valid typology rule types in Adobe Campaign?

- A. Target Capacity. Control, Pressure
- B. Filtering, Optimal. Control. Pressure
- C. Filtering, Capacity, Control, Market
- D. Filtering, Capacity, Control. Pressure

Correct Answer: D

QUESTION 6

A daily campaign has sent out 0 emails to customers this week when it should be sending over 1000 emails a day. None of the activities are flashing red 10 indicate they are showing an error.

What would be a developer's first step in troubleshooting the failed workflow?

- A. Close the Adobe Campaign program and restart it
- B. Check the logs for each individual activity to identify any errors
- C. Check the workflows Journal to analyse the audit logs of the campaign
- D. Duplicate the workflow and re-run It

Correct Answer: C

QUESTION 7

How would a developer best describe the limitations of the Adobe Campaign Interaction module?

- A. Offers have to be reapproved after any change lo rules or content
- B. Interaction can be used only for outbound marketing activities
- C. The Offer catalog can support only S12 Offers as a
- D. Only one Offer Category can be used in a delivery

Correct Answer: D

QUESTION 8

A developer has added an additional attribute named "countryCode*" to an extension of the nms;delitfery schema inside an element named "madcet". The attribute is required to be configurable through the nmanddelivery input form.

What is the correct XPattt syntax to access the attribute from an input element?

A.