Vendor: Adobe

Exam Code:AD0-E313

Exam Name: Adobe Campaign Classic Developer
Certified Professional

Version: Demo

QUESTION 1

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 splits as follows:

Split 1 Name: Split1 segmentCode = `segment1\\' Split 2 Name: Split2 segmentCode = `segment2\\' All splits and subsequent segments 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. segment1segment2

B. segment2

C. split1segment1split2segment2

D. @ID of the recipient record + \\'Segment2\\'

Correct Answer: C

QUESTION 2

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 3

A developer is building a campaign that will notify customers of quarterly discounts. The same workflow will be re-used once each quarter with the same (dynamic) delivery content. The manager wants to have separated tracking logs and reports for each quarter\\'s communications so that the seasonality of interactivity can be easily compared.

Which is the best activity to use fc the delivery in question?

A. SMS delivery

B. Recurring delivery

C. Email delivery

D. Continuous delivery

Correct Answer: B

QUESTION 4

What would a developer use to trigger one workflow from another?

A. Scheduler activity

B. Option

C. PostEvent method

D. Jump activity

Correct Answer: D

QUESTION 5

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 6

A client would like to send multiple recurring email deliveries using the same Sender address. What would a developer use to store the Sender address to efficiently manage changes across all existing deliveries and environments?

A. An enumeration

B. A public resource

C. A content schema

D. An option

Correct Answer: A

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

Client A would like the developer to create an Import workflow tor updating recipients. Each recipient row contains a flag which corresponds with add, delete or update the recipient

What are the five most common activities used for this type of workflow?

A. Data loading. Deduplication. Update data Query. Data transform

B. Enrichment Split. Deduplication Update data. Deployment

C. Data loading. Enrichment Split Deduplication. Update data

D. Data loading. Enrichment Split Deduplication Change Dimension

Correct Answer: B

QUESTION 9

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 10

The Adobe Campaign developer sets a \\'once\\' frequency scheduling activity tor a workflow. What is the expected workflow behavior?

A. It will run automatically when the scheduling time is met and finish when all activities are completed.

B. It will start automatically when scheduling time is met but the workflow will not finish.

C. It will run automatically when the scheduling time is met and then finish automatically.

D. It will run when it is started and the scheduling time is met but will not finish.

Correct Answer: A

QUESTION 11

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

A. web

B. wfserver

C. mta

D. inMail

Correct Answer: C

QUESTION 12

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