AD0-E308$^{Q\&As}$

Adobe Campaign Classic Developer

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QUESTION 1

Where do you define a new type of folder?

A. Navigation hierarchy XML

B. Form XML

C. Platform Option

D. Folder schema

Correct Answer: A

Reference: https://final-docs.campaign.adobe.com/doc/AC/en/CFG_Navigation_hierarchy_Overview.html

QUESTION 2

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 only.

B. Extend the seed schema with new email attribute, modify seed form, and reference the seed schema.

C. Modify the seed form and reference the recipient schema.

D. No changes are needed; the seeds can use the standard email attribute.

Correct Answer: C

Reference: https://docs.adobe.com/content/help/en/campaign-classic/using/configuring-campaign-classic/ use-a-custom-recipient-table/seed-addresses.html

QUESTION 3

A Campaign developer is configuring an exclusion that takes two queries as input.

Query 1: Select customers with email address Query 2: Select customers who do not want to be contacted Customers who do not wish to be contacted must be removed. In a test run of the exclusion, the workflow

raises the following error:

"You must define the main set for exclusion `Remove Suppressions\\'."

How should the campaign developer solve this issue?

A. Ensure a primary set is selected on the exclusion tab in the exclusion activity

B. Only connect one query activity to the exclusion

C. Configure a delivery for use with the target audience

D. Create the list called Remove Suppressions before running the exclusion

Correct Answer: D

QUESTION 4

A Campaign developer creates an alert notification with the variable vars.recCount. What is the result?

A. The notification sends the total population count for all segments in the campaign.

B. The notification has the population count of the target going into the alert activity.

C. The notification has the number of recipient records in the database.

D. The notification is blank until the final target is approved for the workflow.

Correct Answer: B

QUESTION 5

A Campaign must exclude anyone who has received a different email sent from Adobe.

Which table should a Campaign developer query to find the people that have received the other email?

A. nms:broadLogRcp

B. nms:broadLog

C. nms:trackingLogRcp

D. xtk:broadLog

Correct Answer: B

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