AD0-E313[Q&As]

Adobe Campaign Classic Developer Certified Professional

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QUESTION 1

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 2

What operator group gives the developer access to the workflow Heatmap?

A. Administrator

B. Campaign Supervisor

C. Workflow Supervisor

D. Campaign Manager

Correct Answer: C

QUESTION 3

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 4

A-Bar Enterprise; has a marketing workflow which incorporates Push notifications. User IDs are now changing to the

hashed values of the previously used ID. Each recipient already has this unique hashed value stored in a field in the Recipient table.

Mobile app subscriptions are still registering correctly in Adobe Campaign, but the workflow no longer knows which recipient is linked to each User ID. Assuming everything outside of Adobe Campaign has been configured correctly, what must the developer do to regime tending Push notification?

A. Extend the Subscriber Applications schema, linking the hashed customer ID in the Recipient schema.

B. Reconfigure the External Account to update how each mobile user is Identified as a recipient now using the hashed customer ID as the identifier.

C. Decommission the previously set-up mobile application configuration in Adobe Campaign, and create a new one with the new integration key.

D. Update the mobile application configuration in Adobe Campaign with the new integration key.

Correct Answer: C

QUESTION 5

System ABC (a retail company) wants to measure performance by activating 10% random sampling in a" the campaigns they will be executing in the future. In the campaign template\\'s advanced campaign parameters, where would the Adobe Campaign developer apply the changes?

A. Select Activate Random Sampling > Next > Add Fixed we =10 > finish

B. Control Population > Enable and edit control group configuration > Select Activate Random Sampling > Next > Add Fixed size =10 > Finish

C. Control Population > Enable and edit control group configuration > Select Activate Random Sampling > Next > Add size as a percentage =10.00 > Finish

D. Select Activate Random Sampling > Nex t- Add size as a percentage =10.00>; Finish

Correct Answer: C

QUESTION 6

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 7

Which campaign variable gives the results of a target data count?

A. Vars.rec

B. Vars.count

C. Vars.recCount

D. Vars.targetData

Correct Answer: C

QUESTION 8

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 9

A client has two separate recipient folders for its English and Chinese speaking recipients, and each folder has its respective user group. How should the developer set up the user rights for a manager if they wish to see both recipient folders?

A. Assign the named right MERGE to the operator

B. Assign the named right FILES ACCESS to the operator

C. Assign the operator to each language group

D. Assign the new operator to the Administrator group

Correct Answer: C

QUESTION 10

An Adobe Campaign developer uses an Import workflow to load data from an external source, but finds that duplicate entries are created in the recipient table. What are the two likely causes of the error? Choose the two correct answers.

A. The Update data activity is set to the \\'insert\\' option.

B. The file was not deduplicated before the importing workflow.

C. A deduplication step is missing in the workflow.

D. The identifier was not configured property.

E. The reconciliation option in the Update data is set up improperly.

Correct Answer: AD

QUESTION 11

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

QUESTION 12

A diem warts 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 13

What is the purpose of the Jump activity?

A. To improve the readability of the workflow

B. To call a subworkflow

C. To create branching in the workflow

D. To trigger a workflow

Correct Answer: A

Reference: https://docs.adobe.com/content/help/en/campaign-classic/using/automating- with-workflows/ flow- control-activities/jump--start-point-and-end-point-.html

QUESTION 14

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 15

What are the two data types available when a developer is loading data from an external file using the data loading activity? Choose the two correct answers

A. integer(256bits)

B. period

C. varChar

D. floating number (double precision)

E. long text

F. integer(128bits)

Correct Answer: CE