



AD0-E308^{Q&As}

Adobe Campaign Classic Developer

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QUESTION 1

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 2

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 3

A Campaign developer is setting up a new API to query the recipient table from an external application. The developer is setting up an Operator for use specifically with the new API. In doing so, the developer selects the option "forbid access from the rich client"

What impact does this have on the API?

- A. The Operator will authenticate via external accounts for API access.
- B. The Operator has access via the API.
- C. The Operator can issue API calls from within the rich client.



D. The Operator is denied access via the API.

Correct Answer: D

Reference: <https://docs.adobe.com/content/help/en/campaign-classic/using/getting-started/administrationbasics/access-management.html>

QUESTION 4

A new column is added to the recipient schema via a schema extension. The extension is called recipientExt in namespace abc. This new column is called CustomerDecile and is of type long.

What is the database location of the new column?

- A. NmsRecipient.iCustomerDecile
- B. abcRecipient.CustomerDecile
- C. NmsRecipientExt.CustomerDecile
- D. abcRecipientExt.iCustomerDecile

Correct Answer: C

QUESTION 5

A campaign developer must store a customer's secondary email address, secondary phone number, and secondary physical address in Adobe Campaign.

The campaign developer extends the recipient schema to perform this task.

What is the result of doing this?

- A. Custom fields are stored in a new database table.
- B. Columns are added to the archive database table.
- C. Columns are added to the recipient database table.
- D. Custom fields are stored in the temporary database table.

Correct Answer: C

Reference: <https://community.adobe.com/t5/business-catalyst/use-secondary-e-mail-address-in-campaign/td-p/9327795?page=1>

QUESTION 6

How should a developer increase the number of days that the delivery logs are kept?

- A. Delivery information is kept indefinitely: no need to increase the number of days.



- B. Increase the Online resources Validity Period.
- C. Develop the campaign to target the same individual at least once every 60 days.
- D. Change the associated setting in the instance configuration.

Correct Answer: B

QUESTION 7

The campaign developer must add a column to an existing table and schema. The column must support numerical values that contain up to 17 digits.

What should a campaign developer use to model this column?

- A. Long data type
- B. String data type
- C. int64 data type
- D. Double data type

Correct Answer: C

Reference: <https://docs.adobe.com/content/help/en/campaign-classic/using/configuring-campaign-classic/schema-reference/schema-structure.html>

QUESTION 8

What is the purpose of the script iis_neolane_setup.vbs?

- A. To install IIS on the server
- B. To configure the Adobe Campaign server to use the IIS virtual directory
- C. To install the Adobe Campaign redirection software
- D. To update the Adobe configuration file to use IIS

Correct Answer: B

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

QUESTION 9

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 10

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

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