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## Adobe Campaign Classic Developer

Adobe AD0-E308

Version Demo

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## QUESTION NO: 1

Which two services are deployed only on a mid-sourcing instance in a hybrid installation setup? (Choose two.)

- A. Redirection Service (webmdl)
- B. Workflow engine (wfserver)
- C. Delivery Service (mta)
- D. Bounce email management Service (inMail)

**ANSWER: C D**

## QUESTION NO: 2

A Campaign developer must store a dynamically created email subject line code from a campaign workflow.

How should the Campaign developer meet this requirement?

- A. Extract subject line code to a file from the campaign workflow and use the file in reports or re-marketing workflows
- B. Modify the email delivery to write the subject line code to a custom schema
- C. Write a custom JavaScript code in the campaign workflow to store subject line code in custom schema
- D. Modify the target mapping used in delivery to log subject line code as "additional parameter" in the delivery logs

**ANSWER: B**

## QUESTION NO: 3

A Campaign developer must create a workflow to extract a set of specific records to a flat file each day.

Which three workflow activities are required? (Choose three.)

- A. Scheduler
- B. Query
- C. Start
- D. End

E. Data Extraction (file)

**ANSWER: A B E**

## QUESTION NO: 4

An attribute called model\_name is added to an existing schema, customerModel, using the following code:

The XML for the new columns is parsed successfully and saved to the schema definition.

The end user tries to view the data using configure list... by adding the new attribute to the output columns.

The following database error is thrown. "Invalid column name 'sModel\_name'" What is the reason for this error?

- A. The navtree definition for customerModel must be updated.
- B. The end user must disconnect and reconnect from the Campaign client.
- C. The attribute definition is missing a default value.
- D. The Update Database Structure process was NOT completed successfully.

**ANSWER: C**

## QUESTION NO: 5

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.

**ANSWER: A**

## QUESTION NO: 6

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.

**ANSWER: A**

## QUESTION NO: 7

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

**ANSWER: C**