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QUESTION & ANSWER

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Exam : **AD0-E308**

Title : Adobe Campaign Classic Developer

Version : DEMO

1.A campaign target population is cut at 100 random records to receive a limited offer. When the Campaign developer goes to approve the targeting for the offer, only 90 records are available. Ten records have been removed by a required topology rule Less than 18 Years Old.
A Campaign developer must make sure exactly 100 records are selected and sent an offer while ensuring compliance.
How should the Campaign developer perform this task?
A. Change the execution order of the Less than 18 Years Old typology rule to execute later
B. Select 110 random records to account for the drop by the typology rule
C. Remove the Less than 18 Years Old rule from the typology defined in the delivery
D. Add a filter to the workflow to select only 18 years of age or older
Answer: C

2.A Campaign developer must configure a campaign hierarchy.
Campaign configurations are as follows:
- Campaigns are budgeted and planned quarterly (Example: 2017 Q1)
- Campaigns are divided into three types: Product Promotional, Communication, Account Maintenance
- Campaigns run weekly (Example: Week1, Week2...)
How should the Campaign developer configure the campaign hierarchy?
A. Program Level based on the specific instance of the campaign run (Week1) Campaign Level based on the campaign type (Product Promotion) Plan Level based on the quarter of the year (2017 Q1)
B. Program Level based on the quarter of the year (2017 1) Plan based on campaign type (Product Promotion) Campaign based on weekly run (Week1)
C. Delivery Level based on the quarter of the year (2017 Q1) Plan based on the weekly run on the campaign (Week1) Program based on campaign type (Product Promotion)
D. Plan Level based on the quarter of the year (2017 Q1) Program based on campaign type (Product Promotion) Campaign Level based on the week of the campaign run (Week1)
Answer: C

3.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.
Answer: B

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.
Answer: B

5.A Campaign developer is adding a schema to the existing data model.
Which step must be performed for the table to be used in Adobe Campaign queries?
A. Create a join in the schema to the Recipient table.
B. Match the schema name to the table name.
C. Create a primary key in the schema.
D. Create the schema in a new namespace.
Answer: D
Explanation:
Reference:
https://docs.adobe.com/content/help/en/campaign-classic/using/configuring-campaign-classic/editing-schemas/schema-of-an-existing-table.html