

Adobe.AD0-E313.v2022-11-06.q30

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NEW QUESTION: 1

How should a Campaign developer allow a marketing user to start a workflow?

- A. Add the user to the Delivery Operator group
- B. Add the user to the Campaign Manager Operator group
- C. Add the user to the Workflow Supervisor group
- D. Add the user to the Administrator Operator group

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 2

What should a Campaign developer change to update the default time zone of the instance?

- A. Modify the default time zone of the admin operator
- B. Modify the WdbcTimeZone platform option with the desired time zone
- C. Update the xtk:common schema with the desired time zone
- D. Update the default country on the deployment wizard

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 3

An Adobe Campaign operator is included in the Workflow Supervisors Operator Group, and is required to have Administrator access for one week only. What would be the best practice to overload the operator's existing rights?

- A. Remove the operator from the Workflow Supervisors
- B. Remove all rights from the operator
- C. Add the operator to the admin Operator Group
- D. Assign the admin named right

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 4

A diem wants 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 not linked to Recipients by default, but can be if required
- B. Message Center communications are linked to Recipients by default
- C. Message Center communications are only used when the target is not In the Recipient table
- D. Message Center communications must be linked to a Recipient record

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 5

A client is using Their own Customer schema instead of the default Recipient schema. What out-of-the-box functionality do they lose if they do so?

- A. Default delivery approval settings
- B. The standard Services and Subscriptions
- C. Use of Distribution of Values data in a query
- D. Ability to save filters for re-use

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 6

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

- A. Vars.rec
- B. Vars.count
- C. Vars.targetData
- D. Vars.recCount

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 7

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. A deduplication step is missing in the workflow.
- C. The reconciliation option in the Update data is set up improperly.
- D. The file was not deduplicated before the importing workflow.
- E. The identifier was not configured property.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 8

A Campaign developer configures a delivery with 100 records. After executing the delivery, the developer goes to approve the targeting. The developer sees 100 records as the target count and 90 records as the To Send count.

The Campaign developer needs a detailed listing of the individual records dropped and the reason for exclusion before approving the target.

After opening the delivery, how should the campaign developer perform this task?

- A. Go to Delivery -> Exclusions
- B. Go to Tracking
- C. Go to Audit -> Causes of Exclusions
- D. Go to To: -> Exclusions. Select Allow Excluded Addresses.

Answer: A (LEAVE A REPLY)

NEW QUESTION: 9

Which type of External Account should be used to connect to the mid-sourcing instance in a hybrid installation?

- A. HTTP
- B. External Database
- C. Execution Instance
- D. Routing

Answer: D (LEAVE A REPLY)

NEW QUESTION: 10

Where can a developer configure the archival period of all Delivery Logs?

- A. Workflow Properties
- B. Delivery Properties
- C. Deployment Wizard
- D. Campaign Wizard

Answer: A (LEAVE A REPLY)

NEW QUESTION: 11

Client A would like the developer to create an Import workflow for updating recipients. Each recipient row contains a flag which corresponds with add, delete or update the recipient. What are the five most common activities used for this type of workflow?

- A. Data loading. Enrichment Split Deduplication. Update data
- B. Data loading. Enrichment Split Deduplication Change Dimension
- C. Data loading. Deduplication. Update data Query. Data transform
- D. Enrichment Split. Deduplication Update data. Deployment

Answer: D (LEAVE A REPLY)

NEW QUESTION: 12

Where can a developer access The approval which they need to complete?

- A. Administration > Production > Objects created automatically > Approvals pending
- B. Administration > Platform > Objects created automatically > Approvals pending
- C. Administration > Campaign Management > Objects created automatically > Approvals pending
- D. Administration > Resources > Objects created automatically > Approvals pending

Answer: (SHOW ANSWER)

NEW QUESTION: 13

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. Create a new Email delivery each day
- C. Leverage a Recurring delivery
- D. Create an Email delivery and re-execute each day

Answer: D (LEAVE A REPLY)

NEW QUESTION: 14

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 nmsOperation schema and add brandName attribute. In the campaign workflows, include an

"update activity" to update the nmsOperation's brandName attribute.

B. Extend the nmsPlan schema and add brandName attribute. Modify the form for nmsPlan to include the brandName as input field.

C. Extend the nmsPlan schema and add brandName attribute. Modify the form for nmsProgram to include the brandName as input field.

D. Extend the nmsOperation schema and add brandName attribute. Modify the form for nmsOperation to include the brandName as input field.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 15

From Adobe Campaign, how is a segment defined in another Adobe Experience Cloud solution accessed?

- A. Create shared audience
- B. Create linked list
- C. Create query
- D. Create list

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 16

A Campaign developer wants to create a drop-down listing cities. Which enumeration should they use?

- A. Open list Enumeration
- B. Free Enumeration
- C. Dbenum Enumeration
- D. Set Enumeration

Answer: ([SHOW ANSWER](#))

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NEW QUESTION: 17

Which operator group is required to approve the target group in a campaign workflow?

- A. Campaign managers
- B. Content contributors
- C. Delivery operators
- D. Workflow supervisors

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 18

System ABC (a retail company) wants to view the opens and clicks of a live event campaign that recently launched to a group of subscribed users. Which workflow will the developer need to execute?

- A. reportingAggregates
- B. response
- C. forecasting
- D. tracking

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 19

In order for a database cleanup workflow to execute, which process should be in a Started state?

- A. exewf server
- B. mtaserver
- C. wfserver
- D. wkserver

Answer: (SHOW ANSWER)

NEW QUESTION: 20

What is the correct way to define enumeration?

A)

```
<enumeration basetype="char" name="gender">  
  <value label="Not specified" name="unknown" value="0"/>  
  <value label="Male" name="male" value="1"/>  
  <value label="Female" name="female" value="2"/>  
</enumeration>
```

B)

```
<enumeration basetype="byte" name="gender"/>  
  <value label="Not specified" name="unknown" value="0"/>  
  <value label="Male" name="male" value="1"/>  
  <value label="Female" name="female" value="2"/>
```

C)

```
<enumeration name="gender">  
  <value label="Not specified" name="unknown" value="0"/>  
  <value label="Male" name="male" value="1"/>  
  <value label="Female" name="female" value="2"/>  
</enumeration>
```

D)

```
<enumeration basetype="byte" name="gender">  
  <value label="Not specified" name="unknown" value="0"/>  
  <value label="Male" name="male" value="1"/>  
  <value label="Female" name="female" value="2"/>  
</enumeration>
```

- A. Option A
- B. Option D
- C. Option C
- D. Option B

Answer: (SHOW ANSWER)

NEW QUESTION: 21

Which workflow manages the jobs for marketing campaigns and creates workflows related to recurring and periodic campaigns?

- A. stockMgt
- B. workflowMgt
- C. deliveryMgt
- D. operationMgt

Answer: C (LEAVE A REPLY)

NEW QUESTION: 22

Out of the following variables, which has the widest range of visibility within the platform?

- A. option variable
- B. platform variable
- C. event variable
- D. instance variable

Answer: B (LEAVE A REPLY)

NEW QUESTION: 23

How would a developer best describe the limitations of the Adobe Campaign Interaction module?

- A. Only one Offer Category can be used in a delivery
- B. Interaction can be used only for outbound marketing activities
- C. Offers have to be reapproved after any change to rules or content
- D. The Offer catalog can support only S12 Offers as a

Answer: A (LEAVE A REPLY)

NEW QUESTION: 24

A Campaign developer is configuring a direct mail delivery.

The Campaign developer selects "By data groupings" when configuring the control group sampling within the delivery.

What is the reason for this configuration?

- A. Data is sorted by the data groupings attribute before the sample is pulled from the target population.
- B. The sampling will take the same number of records within each data grouping identified.
- C. By data groupings associates the campaign with a pre-selected control group population.
- D. The control group and the target group are extracted as separate files once the delivery executes.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 25

What is the purpose of the Jump activity?

- A. To call a subworkflow
- B. To create branching in the workflow
- C. To trigger a workflow
- D. To improve the readability of the workflow

Answer: D (LEAVE A REPLY)

NEW QUESTION: 26

A client wants to ensure that their company logo appears in every email that is sent. What typology rule type would a developer use to make this check?

- A. Control

- B. Pressure
- C. Filtering
- D. Capacity

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 27

In which activities can a Campaign developer set the segment code?

- A. Read List, Update Data, Fork, Test
- B. Test, Intersection, Fork, Enrichment
- C. Read List, Fork, Query, List Update
- D. Intersection, Query, Exclusion, Enrichment

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 28

A diem warns to ensure that only properly formatted data is added to the database. What techniques and configurations could be used in this effort? Choose the two correct answers.

- A. data policy settings in the target schema
- B. applying typology rules during the import workflow
- C. sysfilter settings added to input form fields
- D. visibleif settings in the target schema
- E. data type settings in the file Loading activity

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 29

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. Control Population > Enable and edit control group configuration > Select Activate Random Sampling > Next > Add size as a percentage =10.00 > Finish
- B. Control Population > Enable and edit control group configuration > Select Activate Random Sampling > Next > Add Fixed size =10 > Finish
- C. Select Activate Random Sampling >Next > Add Fixed we =10 > finish
- D. Select Activate Random Sampling > Next > Add size as a percentage =10.00 > Finish

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 30

In a split activity, the Campaign developer defines the Segment Code for each subset and needs to use this value to select conditional content in an email delivery. How should the Campaign developer reference the field in the delivery?

- A. @segmentCode
- B. segmentCode
- C. targetData.segmentCode
- D. [targetData/@segmentCode]

Answer: A ([LEAVE A REPLY](#))

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