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QUESTION 15

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?
* Create a new target that matches the default schema of the workflow.
* Unconditionally stop and restart the workflow.
* Delete the email delivery and re-add it into the workflow.
* Change the targeting dimension to the recipient schema prior to the delivery.

QUESTION 16

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?

* An enumeration
* A public resource
* A content schema
* An option

QUESTION 17

Which two attributes need to be configured in order to create an External Account of type 5FTP? Choose the two correct answers.

* Access Key
* Encryption
* Server
* Account
* Channel

QUESTION 18

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

* Pressure
* Capacity
* Control
* Filtering

QUESTION 19

Which file formats are recommended lo use in the ‘Data Loading (file)* activity? Choose the two correct answers.

* .doc
* .txt
* .html
* .xml
* .csv

QUESTION 20

The Adobe Campaign developer sets a ‘once’ frequency scheduling activity tor a workflow. What is the expected workflow behavior?

* It will run automatically when the scheduling time is met and finish when all activities are completed.
* It will start automatically when scheduling time is met but the workflow will not finish.
* It will run automatically when the scheduling time is met and then finish automatically.
* It will run when it is started and the scheduling time is met but will not finish.

QUESTION 21

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?

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

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

QUESTION 22

What configuration would allow a folder to display records that are physically stored in one or more folders of the same type?
* Make this folder a system folder
* Make this folder a view
* Give the read data access right
* Hide this folder from the lists

QUESTION 23

How should a Campaign developer allow a marketing user to start a workflow?
* Add the user to the Workflow Supervisor group
* Add the user to the Administrator Operator group
* Add the user to the Delivery Operator group
* Add the user to the Campaign Manager Operator group

QUESTION 24

Which campaign variable gives the results of a target data count?
* Vars.rec
* Vars.count
* Vars.recCount
* Vars.targetData

QUESTION 25

If a user is to receive email notifications regarding alerts from campaign workflows, which default operator group is required?
* Workflow execution
* Campaign managers
* Delivery operators
* Workflow supervisors

QUESTION 26

There are some changes in the navigation hierarchy that are not appearing in the client console. What would be the just step an Adobe Campaign developer takes to solve this issue?
* Update the database structure
* Clear the local cache
* Restart the user interface technical workflow
* Update the input form

QUESTION 27

A Campaign developer notices that a workflow scheduled to run daily and create a customer list is associated to a campaign marked as Finished.

What explains the outcome of the next scheduled workflow run?

* The workflow continues to run, but the list is NOT created as configured.
* The workflow does NOT run regardless of the schedule until the campaign end date is adjusted.
* The developer must copy the workflow into a new campaign and reschedule the new workflow.
* The workflow continues to run as scheduled and creates the list as configured.

QUESTION 28

Which statement is true regarding campaign hierarchy?

* A campaign program folder is required to create a campaign.
* A campaign folder is required to create a campaign.
* A campaign workflow folder is required to create a campaign.
* A campaign plan folder is required to create a campaign.

QUESTION 29

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

* reportingAggregates
* forecasting
* response
* tracking

QUESTION 30

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?

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

QUESTION 31

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?

* Assign the named right MERGE to the operator
* Assign the named right FILES ACCESS to the operator
* Assign the operator to each language group
* Assign the new operator to the Administrator group

QUESTION 32

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?

* The Operator will authenticate via external accounts for API access.

* The Operator has access via the API.
* ‘The Operator can issue API calls from within the rich client.
* The Operator is denied access via the API.

QUESTION 33

Adobe Campaign has out-of-the-box namespaces. What are two of these namespaces? Choose the two correct answers.
* xtn
* ncm
* xkt
* xtk
* nca

QUESTION 34

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

QUESTION 35

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?
* Go to To: -> Exclusions. Select Allow Excluded Addresses.
* Go to Delivery -> Exclusions
* Go to Tracking
* Go to Audit -> Causes of Exclusions

QUESTION 36

A Campaign developer receives a request to attach a file to each email in a campaign.

There are three variations of the attachment. The filename to be attached must be based on a recipient-level derived field: attachmentSegment. The derived field is created in an enrichment activity and carried through as additional data with the target population.

The developer will select File Name is Computed during delivery for each message and use a computed filename.

How should the developer set the attachment computed filename for the three attachments located in the C:

tosend directory?
* C:tosend <%= targetData. attachmentSegment %>.pdf
* C:tosend <%= additonalData. attachmentSegment %>.pdf
* C:tosend <%= recipient.attachmentSegment %>.pdf
* C:tosend<%= enrichmentData. attachmentSegment %>.pdf

QUESTION 37

Which out-of-the-box schema would contain a seed address?
* nms:seedUser
* nmsiseedbst
* nmsiseedData
* nms:seed Member

Adobe AD0-E313 Exam Syllabus Topics:

TopicDetailsTopic 1- Identify configuration settings for SFTP external accounts- Describe the use case for customized Options Topic 2- Identify the different sources of data that a workflow can access- Apply the process to configure workflow propertiesTopic 3   - Differentiate between variable types and their scope and usage- Describe the business use case for Message CenterTopic 4- Identify the settings to ensure correct schema extension or configure custom schemas- Apply the process to create Content Management componentsTopic 5- Apply the process to translate the user management matrix with correct user rights and hierarchy- Apply the process to extend the OOTB Recipient schemaTopic 6- Apply the process to create campaigns using Campaign templates- Describe the process for adding user groups and rolesTopic 7- Distinguish the difference between the OOTB workflows and user-created workflows- Identify requirements to configure object countersTopic 8- Distinguish system-wide configuration settings that affect the workspace- project level- Demonstrate system-wide configuration of settings in the Administration nodeTopic 9- Define the process to create the advanced process in workflows- Apply the process to transform data and manipulate the work table

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