AD0-E308^{Q&As}

Adobe Campaign Classic Developer

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QUESTION 1

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

Correct Answer: B

QUESTION 2

A Campaign developer is configuring an exclusion that takes two queries as input.

Query 1: Select customers with email address Query 2: Select customers who do not want to be contacted Customers who do not wish to be contacted must be removed. In a test run of the exclusion, the workflow

raises the following error:

"You must define the main set for exclusion `Remove Suppressions\\'."

How should the campaign developer solve this issue?

A. Ensure a primary set is selected on the exclusion tab in the exclusion activity

B. Only connect one query activity to the exclusion

C. Configure a delivery for use with the target audience

D. Create the list called Remove Suppressions before running the exclusion

Correct Answer: D

QUESTION 3

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. By data groupings associates the campaign with a pre-selected control group population.

B. The sampling will take the same number of records within each data grouping identified.

C. Data is sorted by the data groupings attribute before the sample is pulled from the target population.

D. The control group and the target group are extracted as separate files once the delivery executes.

Correct Answer: B

QUESTION 4

A Campaign developer is building an automated workflow that is required to send emails to product purchasers from the previous day. The audience of each day\'s send must be stored in a delivery of its own.

Which type of delivery should the Campaign developer use in such a workflow?

A. Recurring delivery

B. Email delivery

C. Continuous delivery

D. Other delivery

Correct Answer: B

Reference: https://docs.adobe.com/content/help/en/campaign-standard/using/managing-processes-anddata/channel-activities/email-delivery.html

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QUESTION 5

A Campaign developer must create a new table in Adobe Campaign. None of the fields in the new table have unique values.

What should the Campaign developer do?

A. Create a composite key of multiple columns

B. Create a primary key using autopk

C. Create a primary key on one of the available fields

D. Create a table without a primary key

Correct Answer: B

Reference: https://docs.adobe.com/content/help/en/campaign-classic/using/configuring-campaign-classic/ schema-reference/database-mapping.html

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