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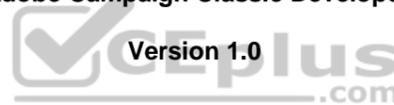
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AD0-E308

Adobe Campaign Classic Developer



Exam A

QUESTION 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

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

QUESTION 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)

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

QUESTION 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.

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

QUESTION 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.

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

QUESTION 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.

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

Reference: <https://docs.adobe.com/content/help/en/campaign-classic/using/configuring-campaign-classic/editing-schemas/schema-of-an-existing-table.html>

QUESTION 6

A Campaign developer is creating a flag to identify recipients who have specified date of birth. The Campaign developer codes the expression as follows in an enrichment activity:

```
lif([target/birthDate] is null, 'N', 'Y')
```

When the developer goes to save the expression, the following error displays:

Element 'birthDate' unknown (see definition of schema 'Recipients (nms:recipient)')

The path '/target/birthDate' is invalid in schema 'Enrichment 2 (temp:enrich2-src)'.

Unable to parse expression 'lif([target/birthDate] is null, 'N' 'Y)'

What is the problem with this expression?

- A. The condition is null is NOT valid in expressions
- B. target is not a valid schema
- C. target/birthDate is missing the @ before birthDate
- D. lif() is an invalid function

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

QUESTION 7

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

Section: (none)

Explanation

Explanation/Reference:

QUESTION 8

A workflow is using two Query activities that select recipients who have bought specific products. Each Query activity stores the product as additional data. Both Query activities are then added into a Union activity joining using the keys only option.

What should be the expected results of the Union activity?

- A. Recipients and products common to both queries
- B. All records from both queries
- C. Distinct recipients from both queries
- D. Distinct recipients and the products from both queries



Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

Reference: <https://docs.adobe.com/content/help/en/campaign-standard/using/managing-processes-and-data/targeting-activities/union.html>

QUESTION 9 Which of the following is a server command?

- A. nserver pause [@]
- B. nserver begin [@]
- C. nserver stop [@]
- D. nserver cancel [@]

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

Reference: <https://github.com/AdobeDocs/campaign-classic.en/blob/master/help/production/using/usual-commands.md>

QUESTION 10

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)

Correct Answer: ABE

Section: (none)

Explanation

Explanation/Reference:

Reference: <https://experienceleaguecommunities.adobe.com/t5/adobe-campaign-standard/how-to-read-a-flat-file-and-extract-a-flat-file-using-adobe/qaq-p/144883/comment-id/148>

QUESTION 11 A Campaign must exclude anyone who has received a different email sent from Adobe.

Which table should a Campaign developer query to find the people that have received the other email?

- A. nms:broadLogRcp
- B. nms:broadLog
- C. nms:trackingLogRcp
- D. xtk:broadLog

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:



QUESTION 12

A user in the campaign manager group opens a workflow and clicks to open a delivery. After the delivery opens, the following error is thrown:

Cannot load document of type 'Deliveries (nms:delivery)' satisfying condition '@id=12345678) AND ((@deleteStatus = 0))'.

The requested database record does not exist.

What is the most likely cause of this error?

- A. The user does NOT have access to the workflow folder.
- B. The delivery has already been sent and therefore CANNOT be opened.
- C. The MTA process is NOT running on the instance.
- D. The user is NOT in the Delivery operators group and does NOT have permission.

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

Reference: <https://experienceleaguecommunities.adobe.com/t5/adobe-campaign-standard/delivery-error/qaq-p/234713>

QUESTION 13 Where do you define a new type of folder?

- A. Navigation hierarchy XML
- B. Form XML
- C. Platform Option
- D. Folder schema

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

Reference: https://final-docs.campaign.adobe.com/doc/AC/en/CFG_Navigation_hierarchy_Overview.html

QUESTION 14 How should a Campaign developer prepare an encrypted flat file for use with a campaign workflow as the starting population?

- A. Specify the public and private keys as the options under Administration > Platform > Options.
- B. No action is needed; encrypted flat files are automatically detected and decrypted by Adobe Campaign.
- C. No action is needed. Encrypted data should be stored as encrypted.
- D. Specify a pre-processing decryption command in the Data Loading (file)activity.

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

Reference: <https://docs.adobe.com/content/help/en/campaign-classic/using/automating-with-workflows/general-operation/importing-data.html>

QUESTION 15 The client needs to load multiple files. The files must be loaded in a specific order based on data dependencies.

How should the client ensure the order and dependencies?

- A. Create multiple workflows using outbound transitions to link to the next data loading step
- B. Create multiple workflows using the scheduler to stagger data loading times
- C. Create multiple workflows using the jump step to call the next data loading step
- D. Create multiple workflows using an external signal to call the next data loading step



Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

Reference: <https://docs.adobe.com/content/help/en/campaign-classic/using/automating-with-workflows/use-cases/loading-delivery-content.html>

QUESTION 16 A Campaign developer must build a technical workflow to automate loading a flat file that contains the opt-in status of customers.

The flat file is placed on an external SFTP server daily. The server details and credentials have been provided.

How should the Campaign developer import the flat file to load into Adobe Campaign?

- A. Define an external account of type SFTP with the provided info. Use the external account with "file transfer" task in the technical workflow.
- B. Define an external account of type SFTP with the provided info. Use the external account with Data Import step in the technical workflow.
- C. The file must be transferred to the Adobe Campaign server by the team that generates the file. Use the File Collector in the technical) workflow.
- D. In the technical workflow, add a JavaScript code task that connects to the SFTP server and downloads the file to be loaded.

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

Reference: <https://docs.adobe.com/content/help/en/campaign-standard/using/administrating/application-settings/external-accounts.html>

QUESTION 17 What is an accurate description of the Adobe Campaign Hierarchy?

- A. Program, Plan, Campaign, Workflow, Delivery
- B. Campaign, Plan, Program, Workflow, Delivery
- C. Plan, Program, Campaign, Delivery, Workflow
- D. Plan, Program, Campaign, Workflow, Delivery

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

Reference: <https://docs.adobe.com/content/help/en/campaign-standard/using/getting-started/marketing-plans/programs-and-campaigns.html>

QUESTION 18 A Campaign developer uses the sysFilter tag in a form definition.

What is the result?

- A. The form is rendered with a filter button.
- B. Records returned are filtered based on the condition in the tag.
- C. A save error occurs because the sysFilter tag only applies to schemas.
- D. The tag generates a predefined filter for use in queries.

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

Reference: <https://docs.adobe.com/content/help/en/campaign-classic/using/configuring-campaign-classic/input-forms/form-structure.html>

QUESTION 19 The campaign developer must add a column to an existing table and schema. The column must support numerical values that contain up to 17 digits.

What should a campaign developer use to model this column?

- A. Long data type
- B. String data type
- C. int64 data type
- D. Double data type

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

Reference: <https://docs.adobe.com/content/help/en/campaign-classic/using/configuring-campaign-classic/schema-reference/schema-structure.html>

QUESTION 20 How should a campaign developer explain the importance of a custom namespace?

- A. Namespaces identify custom workflow jobs.
- B. Namespaces define the instance name.
- C. Namespaces create unique internal folder names.
- D. Namespaces separate user-defined schemas from Adobe schemas.

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

Reference: <https://docs.adobe.com/content/help/en/campaign-classic/using/installing-campaign-classic/initial-configuration/deploying-an-instance.html>

QUESTION 21 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

Section: (none)

Explanation

Explanation/Reference:

QUESTION 22 An attribute called model_name is added to an existing schema, customerModel, using the following code:

```
<attribute label="Model Name" length="255" name="model_name" type="string"/>
```



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.

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

QUESTION 23 A marketer uses a custom Recipient field to store an email address.

What changes, if any, must be made to send emails to seeds?

- A. Extend the seed schema with new email attribute only.
- B. Extend the seed schema with new email attribute, modify seed form, and reference the seed schema.
- C. Modify the seed form and reference the recipient schema.
- D. No changes are needed; the seeds can use the standard email attribute.

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

Reference: <https://docs.adobe.com/content/help/en/campaign-classic/using/configuring-campaign-classic/use-a-custom-recipient-table/seed-addresses.html>

QUESTION 24

A Campaign developer is creating an expression that requires use of SQL Code to execute. The SQL expression must reference segmentCode of the target audience.

How should the Campaign developer reference the Adobe Campaign internal segmentCode attribute in a SQL expression?

- A. targetData/segmentCode
- B. sSegmentCode
- C. iSegmentCode
- D. targetData/@SegmentCode

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

QUESTION 25

A campaign developer must store a customer's secondary email address, secondary phone number, and secondary physical address in Adobe Campaign.

The campaign developer extends the recipient schema to perform this task.

What is the result of doing this?

- A. Custom fields are stored in a new database table.
- B. Columns are added to the archive database table.
- C. Columns are added to the recipient database table.
- D. Custom fields are stored in the temporary database table.



Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

Reference: <https://community.adobe.com/t5/business-catalyst/use-secondary-e-mail-address-in-campaign/td-p/9327795?page=1>

QUESTION 26

A client has 30 Campaign operators defined and requests that a campaign developer add 5 new operators. These operators only need to receive notifications when a specific email campaign workflow fails.

How should a Campaign developer set up these new operators?

- A. Create the 5 new operators and add them as members to the built-in Workflow Supervisors group
- B. Create the 5 new operators and add them as members to the built-in Campaign Managers group
- C. Create the 5 new operators and create a new operator group with the 5 new operators as members
- D. Create the 5 new operators with Administrator privileges

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

QUESTION 27

From the Adobe Campaign client console, how should a Campaign developer determine if the wfserver log contains errors?

- A. Navigate to "Home > Monitoring". Under "process list", click on the "wfserver@instance", then click on "open log journal" and search for "error"
- B. Contact Adobe support for help because wfserver logs are only accessible to Adobe system administrators
- C. Log in to the Adobe campaign server and navigate to the logs directory where Adobe Campaign software is installed. Edit the log file in a text editor
- D. Navigate to "Home > Explore > Administration > Technical Workflows" and search for "wfserver monitor" workflow. The logs written by the wfserver service are displayed under the "audit" of this workflow

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

Reference: <https://docs.adobe.com/content/help/en/campaign-classic/using/monitoring-campaign-classic/production-procedures/log-files.html>

QUESTION 28 What is NOT a prerequisite for Adobe Campaign Server installation on a Windows Server?

- A. Tomcat
- B. Internet Information Service (IIS)
- C. SQL Client
- D. Java

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

Reference: <https://helpx.adobe.com/campaign/kb/compatibility-matrix.html>



QUESTION 29 How should a developer increase the number of days that the delivery logs are kept?

- A. Delivery information is kept indefinitely: no need to increase the number of days.
- B. Increase the Online resources Validity Period.
- C. Develop the campaign to target the same individual at least once every 60 days.
- D. Change the associated setting in the instance configuration.

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

QUESTION 30 What is the purpose of the script iis_neolane_setup.vbs?

- A. To install IIS on the server
- B. To configure the Adobe Campaign server to use the IIS virtual directory
- C. To install the Adobe Campaign redirection software
- D. To update the Adobe configuration file to use IIS

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

Reference: https://final-docs.campaign.adobe.com/doc/AC/en/INS_Installing_Campaign_in_Windows_Integration_into_a_Web_server.html

QUESTION 31 During development, the client must only send emails to their company domain.

How should a Campaign developer make sure this is enforced?

- A. Create a delivery template with an exclusion rule to remove recipients in other domains
- B. Update non-company domain emails to NULL
- C. Create a default workflow template with an exclusion activity to exclude recipients in other domains
- D. Create a typology rule to exclude recipients in other domains

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

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?

- A. The Operator will authenticate via external accounts for API access.
- B. The Operator has access via the API.
- C. The Operator can issue API calls from within the rich client.
- D. The Operator is denied access via the API.

Correct Answer: D

Section: (none)

Explanation



Explanation/Reference:

Reference: <https://docs.adobe.com/content/help/en/campaign-classic/using/getting-started/administration-basics/access-management.html>

QUESTION 33 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. Update the default country on the deployment wizard
- C. Update the xtk:common schema with the desired time zone
- D. Modify the WdbcTimeZone platform option with the desired time zone

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

Reference: <https://docs.adobe.com/content/help/en/campaign-classic/using/installing-campaign-classic/additional-configurations/time-zone-management.html>

QUESTION 34 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)

Correct Answer: CD

Section: (none)

Explanation

Explanation/Reference:

Reference: <https://docs.adobe.com/content/help/en/campaign-classic/using/installing-campaign-classic/deployment-types-/mid-sourcing-deployment.html>

QUESTION 35

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

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

QUESTION 36

A Campaign developer is sending proofs for an email delivery. The Campaign developer must indicate what time the proof was generated in the proof email subject line.

How should the Campaign developer accomplish this task?

- A. In the delivery properties > advanced, edit the proof properties and define a JavaScript block to calculate the current timestamp
- B. In the delivery properties > advanced, edit the proof properties to append the current date time stamp when sending the proof
- C. While sending proofs, manually change the subject line to include the current date time
- D. Code the email delivery to dynamically append the date time in the subject line if a proof is being sent

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

Reference: <https://docs.adobe.com/content/help/en/campaign-classic/using/sending-messages/key-steps-when-creating-a-delivery/steps-validating-the-delivery.html>

QUESTION 37 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

Section: (none)

Explanation

Explanation/Reference:

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

QUESTION 38

A Campaign developer wants to allow users to pick values from a drop-down list within a form and allow users to enter values that may not be in the drop-down list.

How should the Campaign developer meet this requirement using enumeration?

- A. Create a user enumeration that specifies open as the type
- B. Create an enumeration within the input form definition
- C. Create a user enumeration that specifies system as the type
- D. Create an enumeration within the schema definition using the type="userDef" syntax

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

QUESTION 39

A client has a user created specifically for making API calls. The client does NOT want to create a new session token for each call.

How should the Campaign developer configure the operator to accomplish this request?

- A. Enable trusted IP
- B. Forbid web access
- C. Use LDAP integration
- D. Use Adobe ID login

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:



QUESTION 40

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.

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

QUESTION 41 Which statement is true regarding campaign hierarchy?

- A. A campaign program folder is required to create a campaign.
- B. A campaign folder is required to create a campaign.
- C. A campaign workflow folder is required to create a campaign.
- D. A campaign plan folder is required to create a campaign.

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

Reference: <https://docs.adobe.com/content/help/en/campaign-classic/using/orchestrating-campaigns/orchestrate-campaigns/setting-up-marketing-campaigns.html>

QUESTION 42 What monitoring log should a Campaign developer look at for a database error in a query activity?

- A. web
- B. wfserver
- C. mta
- D. inMail

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

QUESTION 43 Which type of External Account should be used to connect to the mid-sourcing instance in a hybrid installation?

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

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

Reference: <https://docs.adobe.com/content/help/en/campaign-classic/using/installing-campaign-classic/additional-configurations/mid-sourcing-server.html>

QUESTION 44 A Campaign developer wants to utilize the standard directory structure in Adobe Campaign as much as possible.

Where should the Campaign developer create a sub-folder for workflows importing data to the recipient schema?

- A. Under Profiles and Targets > Jobs
- B. Under Resources > Campaign Management
- C. Under Administration > Production
- D. Under Administration > Configuration

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

QUESTION 45 What is the purpose of the Jump activity?

- A. To improve the readability of the workflow



- B. To call a subworkflow
- C. To create branching in the workflow
- D. To trigger a workflow

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

Reference: <https://docs.adobe.com/content/help/en/campaign-classic/using/automating-with-workflows/flow-control-activities/jump--start-point-and-end-point-.html>

QUESTION 46

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

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

Reference: <https://experienceleaguecommunities.adobe.com/t5/adobe-campaign-classic/using-a-segment-code-as-a-delivery-code/td-p/305065>

QUESTION 47 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

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

QUESTION 48

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

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

Reference: <https://docs.adobe.com/content/help/en/campaign-classic/using/sending-messages/key-steps-when-creating-a-delivery/steps-defining-the-target-population.html>

QUESTION 49 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

Section: (none)

Explanation

Explanation/Reference:**QUESTION 50**

A Campaign developer notices that targeting approval and content approval notifications are not being sent.

What should the developer verify to resolve this situation?

- A. The Jobs on deliveries in campaigns workflow is running.
- B. The target of the approval message is in the recipient table.
- C. The notification reminders are configured in the delivery approvals tab.
- D. The approval message is using a notification typology.



Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

Reference: <https://experienceleaguecommunities.adobe.com/t5/adobe-campaign-classic-questions/reason-for-not-sending-targeting-and-content-approval/qaq-p/312620/comment-id/1909>

QUESTION 51 A developer configures two split activities (Split1 and Split2). Each split has only one resulting segment. The population of the first split is the input population of the second. The segmentCode is configured on the splits as follows:

Split 1

- Name: Split1
- segmentCode = 'segment1'

Split 2

- Name: Split2
- segmentCode = 'segment2'

All splits and subsequent segments result in records. The Campaign developer turns on the Concatenate the code of each segment with the code found in the input population option of the second split What is the resulting segmentCode value?

- A. segment1segment2
- B. segment2
- C. split1segment1split2segment2
- D. @ID of the recipient record + 'Segment2'

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

QUESTION 52 What is the primary benefit of utilizing a platform option?

- A. To reference and update a parameter across multiple workflow executions
- B. To automatically create an incremental counter to maintain a consistent sequence
- C. To standardize the values of a field and help with data input or use within queries
- D. To communicate with external applications

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

Reference: <https://docs.adobe.com/content/help/en/campaign-classic/using/getting-started/administration-basics/external-accounts.html>

QUESTION 53

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.



Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

Reference: <https://experienceleaguecommunities.adobe.com/t5/adobe-campaign-classic/campaign-from-list-not-linked-to-recipient-table/td-p/307501>

QUESTION 54

A campaign developer installs the transactional message control package, but NOT the transactional message execution package.

What is the reason for this decision?

- A. Message templates are created in the transactional message control.
- B. Transactional message execution packages are installed by default.
- C. Transactional message control sends the message.
- D. Direct mail messages are managed in the transactional message control.

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

Reference: <https://docs.adobe.com/content/help/en/campaign-classic/using/transactional-messaging/introduction/transactional-messaging-architecture.html>

QUESTION 55

How should a Campaign developer restrict users from entering only one of three possible data values in a column called customerstatus?

- A. Create an onChange JavaScript trigger to alert the end user to the invalid value

- B. Leverage the enableif keyword with an expression that evaluates the values for customerstatus
- C. Leverage Enumerations in drop-down lists for the three allowed values
- D. Apply a sysfilter to the form and filter on the values for customer status

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

QUESTION 56

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?

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

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

QUESTION 57

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

Section: (none)

Explanation

Explanation/Reference:

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

QUESTION 58

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

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

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

Reference: <https://docs.adobe.com/content/help/en/campaign-classic/using/getting-started/administration-basics/access-management.html>

QUESTION 59

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

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

QUESTION 60 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?

- A. C:\tosend\ <%= targetData. attachmentSegment %>.pdf
- B. C:\tosend\ <%= additonalData. attachmentSegment %>.pdf
- C. C:\tosend\ <%= recipient.attachmentSegment %>.pdf
- D. C:\tosend\<%= enrichmentData. attachmentSegment %>.pdf



Correct Answer: A

Section: (none)

Explanation

Explanation/Reference: