**Vendor:**Adobe

**Exam Code:**AD0-E308

**Exam Name:**Adobe Campaign Classic Developer

**Version:**Demo

## QUESTION 1

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

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## QUESTION 2

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 3

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

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## QUESTION 4

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\ .pdf

B. C:\tosend\ .pdf

C. C:\tosend\ .pdf

D. C:\tosend\.pdf

Correct Answer: A

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## QUESTION 5

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

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

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## 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:

Iif([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 `Iif([Itarget/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. Iif() is an invalid function

Correct Answer: C

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## QUESTION 7

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

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

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## QUESTION 8

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

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## QUESTION 9

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

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

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**QUESTION 10**

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

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

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**QUESTION 11**

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

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**QUESTION 12**

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