



AD0-E308^{Q&As}

Adobe Campaign Classic Developer

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QUESTION 1

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

QUESTION 2

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

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

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 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

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

QUESTION 5

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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