



AD0-E308^{Q&As}

Adobe Campaign Classic Developer

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QUESTION 1

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

QUESTION 2

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

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>

QUESTION 5

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

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

QUESTION 6

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

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 7

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

QUESTION 8

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>

QUESTION 9

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 10

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

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

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