



AD0-E308^{Q&As}

Adobe Campaign Classic Developer

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QUESTION 1

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 2

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>

QUESTION 3

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 4

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 5

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

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

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