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Exam : **AD0-E312**

Title : Adobe Campaign Classic
Developer Expert

Vendor : Adobe

Version : DEMO

NO.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.** Data is sorted by the data groupings attribute before the sample is pulled from the target population.
- B.** The control group and the target group are extracted as separate files once the delivery executes.
- C.** The sampling will take the same number of records within each data grouping identified.
- D.** By data groupings associates the campaign with a pre-selected control group population.

Answer: C

NO.2 Which type of External Account should be used to connect to the mid-sourcing instance in a hybrid installation?

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

Answer: B

NO.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.** Modify the email delivery to write the subject line code to a custom schema
- B.** Extract subject line code to a file from the campaign workflow and use the file in reports or re-marketing workflows
- C.** Modify the target mapping used in delivery to log subject line code as "additional parameter" in the delivery logs
- D.** Write a custom JavaScript code in the campaign workflow to store subject line code in custom schema

Answer: A

NO.4 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 topology rule to execute later
- B.** Remove the Less than 18 Years Old rule from the topology defined in the delivery
- C.** Select 110 random records to account for the drop by the topology rule
- D.** Add a filter to the workflow to select only 18 years of age or older

Answer: B

NO.5 How should a Campaign developer allow a marketing user to start a workflow?

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

Answer: B

NO.6 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. int64 data type
- B. Double data type
- C. String data type
- D. Long data type

Answer: A

NO.7 A customer has a requirement to create a web form that collects and stores unauthenticated users' email, first name, last name, and color preferences to an Adobe Campaign Classic database.

The users are identified using a double opt in process only.

What kind of structure should be used to save data coming from the web form?

- A. Custom data schema linked to recipient
- B. Default attributes in recipient data schema
- C. Custom data schema not linked to recipient
- D. Custom attributes in recipient data schema

Answer: C

NO.8 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. iSegmentCode
- B. targetData/segmentCode
- C. sSegmentCode
- D. targetData/@SegmentCode

Answer: B