

Adobe

AD0-E312 Exam

Adobe Campaign Classic Developer Expert

Questions & Answers

Demo

Question: 1

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\ <%= targetData.attachmentSegment %>.pdf
- B. C:\tosend\ <%= additonalData.attachmentSegment %>.pdf
- C. C:\tosend\ <%= recipient.attachmentSegment %>.pdf
- D. C:\tosend\ <%= enrichmentData.attachmentSegment %>.pdf

Answer: A

Question: 2

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

Answer: C

Question: 3

How should a Campaign developer allow a marketing user to start a workflow?

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

Answer: C

Explanation:

<https://docs.adobe.com/content/help/en/campaign-classic/using/getting-started/administration-basics/access-management.html>

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

Answer: B

Explanation:

<https://docs.adobe.com/content/help/en/campaign-standard/using/managing-processes-and-data/channel-activities/email-delivery.html>

Question: 5

A Campaign developer notices that a workflow scheduled to run daily and create a customer list is associated to a campaign marked as Finished.

What explains the outcome of the next scheduled workflow run?

- A . The workflow continues to run, but the list is NOT created as configured.

- B . The workflow does NOT run regardless of the schedule until the campaign end date is adjusted.
- C . The developer must copy the workflow into a new campaign and reschedule the new workflow.
- D . The workflow continues to run as scheduled and creates the list as configured.

Answer: B

Question: 6

How should a Campaign developer restrict users from entering only one of three possible data values in a column called customerstatus?

- A . Create an onChange JavaScript trigger to alert the end user to the invalid value
- B . Leverage the enableif keyword with an expression that evaluates the values for customerstatus
- C . Leverage Enumerations in drop-down lists for the three allowed values
- D . Apply a sysfilter to the form and filter on the values for customer status

Answer: C

Question: 7

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.

Answer: A

Explanation:

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

Question: 8

A Campaign developer needs to run a newly created campaign workflow. The workflow fails with the following error: "The schema specified in the transition is not compatible with schema 'nms:recipient' specified in the delivery - they must be identical".

Which steps should the Campaign developer take to resolve this error?

- A . Create a new target that matches the default schema of the workflow.
- B . Unconditionally stop and restart the workflow.
- C . Delete the email delivery and re-add it into the workflow.
- D . Change the targeting dimension to the recipient schema prior to the delivery.

Answer: A

Explanation:

<https://experienceleaguecommunities.adobe.com/t5/adobe-campaign-classic/campaign-from-list- not-linked-to-recipient-table/td-p/307501>

Question: 9

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

Answer: D

Explanation:

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

Question: 10

A developer configures two split activities (Split1 and Split2). Each split has only one resulting segment. The population of the first split is the input population of the second. The segmentCode is configured on the splits as follows:

Split 1

Name: Split1

segmentCode = 'segment1' Split 2

Name: Split2

segmentCode = 'segment2'

All splits and subsequent segments result in records. The Campaign developer turns on the Concatenate the code of each segment with the code found in the input population option of the second split

What is the resulting segmentCode value?

- A . segment1segment2
- B . segment2
- C . split1segment1split2segment2
- D . @ID of the recipient record + 'Segment2'

Answer: C
