



# AD0-E308<sup>Q&As</sup>

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

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### QUESTION 2

A campaign developer must store a customer's secondary email address, secondary phone number, and secondary physical address in Adobe Campaign.

The campaign developer extends the recipient schema to perform this task.

What is the result of doing this?

- A. Custom fields are stored in a new database table.
- B. Columns are added to the archive database table.
- C. Columns are added to the recipient database table.
- D. Custom fields are stored in the temporary database table.

Correct Answer: C

Reference: <https://community.adobe.com/t5/business-catalyst/use-secondary-e-mail-address-in-campaign/td-p/9327795?page=1>

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### QUESTION 3

A Campaign developer is configuring an exclusion that takes two queries as input.



Query 1: Select customers with email address Query 2: Select customers who do not want to be contacted Customers who do not wish to be contacted must be removed. In a test run of the exclusion, the workflow

raises the following error:

"You must define the main set for exclusion `Remove Suppressions\\`."

How should the campaign developer solve this issue?

- A. Ensure a primary set is selected on the exclusion tab in the exclusion activity
- B. Only connect one query activity to the exclusion
- C. Configure a delivery for use with the target audience
- D. Create the list called Remove Suppressions before running the exclusion

Correct Answer: D

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#### QUESTION 4

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.

Correct Answer: A

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

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#### QUESTION 5

What is an accurate description of the Adobe Campaign Hierarchy?

- A. Program, Plan, Campaign, Workflow, Delivery
- B. Campaign, Plan, Program, Workflow, Delivery
- C. Plan, Program, Campaign, Delivery, Workflow
- D. Plan, Program, Campaign, Workflow, Delivery

Correct Answer: A



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Reference: <https://docs.adobe.com/content/help/en/campaign-standard/using/getting-started/marketingplans/programs-and-campaigns.html>

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