



AD0-E308^{Q&As}

Adobe Campaign Classic Developer

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QUESTION 1

A Campaign developer notices that targeting approval and content approval notifications are not being sent.

What should the developer verify to resolve this situation?

- A. The Jobs on deliveries in campaigns workflow is running.
- B. The target of the approval message is in the recipient table.
- C. The notification reminders are configured in the delivery approvals tab.
- D. The approval message is using a notification typology.

Correct Answer: A

Reference: <https://experienceleaguecommunities.adobe.com/t5/adobe-campaign-classic-questions/reason-for-not-sending-targeting-and-content-approval/qaq-p/312620/comment-id/1909>

QUESTION 2

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. Long data type
- B. String data type
- C. int64 data type
- D. Double data type

Correct Answer: C

Reference: <https://docs.adobe.com/content/help/en/campaign-classic/using/configuring-campaign-classic/schema-reference/schema-structure.html>

QUESTION 3

What is the purpose of the Jump activity?

- A. To improve the readability of the workflow
- B. To call a subworkflow
- C. To create branching in the workflow
- D. To trigger a workflow



Correct Answer: A

Reference: <https://docs.adobe.com/content/help/en/campaign-classic/using/automating-with-workflows/flow-control-activities/jump--start-point-and-end-point-.html>

QUESTION 4

A Campaign developer configures a delivery with 100 records. After executing the delivery, the developer goes to approve the targeting. The developer sees 100 records as the target count and 90 records as the To Send count.

The Campaign developer needs a detailed listing of the individual records dropped and the reason for exclusion before approving the target.

After opening the delivery, how should the campaign developer perform this task?

- A. Go to To: -> Exclusions. Select Allow Excluded Addresses.
- B. Go to Delivery -> Exclusions
- C. Go to Tracking
- D. Go to Audit -> Causes of Exclusions

Correct Answer: B

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

QUESTION 5

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>