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Exam Name: Adobe Campaign Classic Developer Expert



Exam A

QUESTION 1

The developer wants to use a heat map to analyze the performance of the campaign instance. What are three reasons to use a heat map to analyze the performance of the campaign instance? (Choose 3)

- A. See and understand concurrent workflows
- B. Make a report of the workflow
- C. Filter workflows by duration to check which workflow is creating an issue
- D. Look for a specific workflow to analyze

Correct Answer: A, C, D

Section:

Explanation:

A heat map in Adobe Campaign Classic provides a visual representation of workflow performance and activity across the campaign instance. It is particularly valuable for developers and campaign managers who need to monitor, diagnose, and optimize workflows. Here are three key reasons to use a heat map:

See and understand concurrent workflows: A heat map offers a quick visual overview of multiple workflows running concurrently. This allows developers to identify workflows that might be consuming excessive resources and impacting the overall performance. By examining the distribution and intensity of workflows over time, a developer can manage and adjust workflow scheduling to avoid bottlenecks.

Filter workflows by duration to check which workflow is creating an issue: Heat maps allow filtering workflows by their duration, which is essential for diagnosing performance issues. By focusing on workflows with unusually long durations, developers can pinpoint problematic processes and take corrective actions, such as optimizing the workflow steps, adjusting schedules, or even modifying resource allocations.

Look for a specific workflow to analyze: Using a heat map, developers can easily locate specific workflows for detailed analysis. This feature is useful when there are numerous workflows and a need arises to drill down into a particular one that may be underperforming or suspected of causing issues.

While heat maps are valuable for monitoring and troubleshooting workflows, they do not directly create workflow reports, making option B ('Make a report of the workflow') less relevant in this context. Reports are typically generated through other reporting tools within Adobe Campaign Classic.

QUESTION 2

DRAG DROP

In Campaign v8, a developer wants to implement a Campaign staging mechanism on a specific table. What is the correct way?

Select and Place:

- Save and update the database structure.
- Enable the staging mechanism in the schema definition by adding the autoStage="true" parameter.
- Update the database structure. The staging table will be created on Campaign local database.
- Create a sample custom schema on Campaign Cloud database. No staging enabled at this step.

Correct Answer:

Create a sample custom schema on Campaign Cloud database. No staging enabled at this step.

Enable the staging mechanism in the schema definition by adding the autoStage="true" parameter.

Save and update the database structure.

Update the database structure. The staging table will be created on Campaign local data.

Section:

Explanation:

QUESTION 3

In Adobe Campaign Classic V8, which two attributes are required to generate an auto primary key? (Choose two)

- A. autouuid='true'
- B. dataSource='nms:extAccount '
- C. autopk='true'
- D. uuid='true'

Correct Answer: A, C

Section:

Explanation:

In Adobe Campaign Classic v8, when defining a custom schema that requires an automatically generated primary key, you need to set specific attributes in the schema definition to ensure the primary key is created correctly. Here are the two required attributes:

autouuid='true':

This attribute indicates that a UUID (Universally Unique Identifier) should be automatically generated for the primary key. It provides a unique identifier across all records, which is particularly useful for ensuring that primary keys are unique and not based on sequential numbers.

autopk='true':

This attribute is necessary to automatically generate the primary key in the database. By setting autopk='true', the system understands that it should handle the primary key generation automatically, without needing explicit values assigned.

These attributes are essential when setting up tables that require primary keys to be generated by Adobe Campaign Classic, especially in distributed environments where unique identifiers are critical to avoid data conflicts or duplicates.

QUESTION 4

A client has implemented a custom integer field in the nmsRecipient schema called Activity Rating. The field is populated during an import process that runs highly. The ActivityRating can contain a value between 0 and 9. When targeting recipients, it is common for the client to specify the ActivityRating should be between a range, for example, between 2 and 5. What is a way to repeat this query?

- A. A target mapping
- B. A pre-defined filter
- C. A topology rule

Correct Answer: B

Section:

Explanation:

In Adobe Campaign Classic, a pre-defined filter is the best way to repeatedly query a range of values for a custom field like ActivityRating in the nmsRecipient schema. Here's why this is the optimal choice:

Pre-defined Filter: This feature allows users to set up reusable queries or conditions that can be easily applied to segmentation and targeting activities. In this case, the filter can be defined once to allow targeting recipients based on a range of ActivityRating values, such as between 2 and 5. Once set up, this filter can be reused whenever required without manually configuring the range each time.

Other options, such as target mappings and topology rules, do not directly support repeated filtering in this manner. Target mappings are more about defining data relationships for targeting, while topology rules are typically

used for controlling delivery constraints, such as limits on email sends, rather than for data querying. Therefore, a pre-defined filter is the most efficient solution for targeting recipients within a specified range of ActivityRating values in Adobe Campaign Classic.

QUESTION 5

What should the developer do to ensure the emails do not go to the recipients with specific domains?

- A. Create a control typology rule to exclude those domains
- B. Create a pressure typology rule to exclude those domains
- C. Create a filtering typology rule to exclude those domains

Correct Answer: A

Section:

Explanation:

In Adobe Campaign Classic, control typology rules are used to enforce specific constraints on the delivery process, including exclusion criteria. To ensure that emails are not sent to recipients with specific domains, a control typology rule is the appropriate mechanism. Control rules can filter out email addresses based on domain names, preventing the system from including these domains in any campaign deliveries.

By configuring a control typology rule to exclude unwanted domains, the developer ensures that all email campaigns adhere to this rule, effectively preventing emails from being sent to any recipients with those specific domains. Pressure and filtering typology rules are not suited for this purpose, as pressure rules limit the number of messages sent, and filtering rules focus more on segmentation within the audience rather than delivery constraints.

QUESTION 6

When connecting to an Adobe Campaign server using the Client Console, an operator gets the following error: HTTP code 500, 'The IP address accessing the server is not accepted. Connection refused.' How should the Developer fix this issue?

- A. Provide the operator with the correct connection URL
- B. Configure a security zone for the operator to be able to connect
- C. Uncheck the option 'Forbid access from the rich client' in the security settings of the operator



Correct Answer: B

Section:

Explanation:

The error message 'The IP address accessing the server is not accepted. Connection refused.' indicates that the Adobe Campaign server is rejecting the operator's IP address. This usually occurs because the IP address is not within an authorized security zone configured on the Adobe Campaign server. Security zones are used in Adobe Campaign to define which IP addresses are permitted to access the server.

To resolve this, the developer should configure a security zone that includes the operator's IP address, allowing the operator to connect to the server. Providing the correct connection URL would not address the IP restriction, and unchecking 'Forbid access from the rich client' would not resolve the issue as it is more related to client access permissions rather than IP restrictions.

QUESTION 7

A customer has an internal sales application that needs to create, update, and delete records to and from Adobe Campaign Classic. The application communicates in real-time with Adobe Campaign Classic. Which customization should be used to implement the simple CRUD operations?

- A. Data Schema Methods
- B. Workflow with query and update activities
- C. SQL script to query and update data
- D. Data Schema attributes

Correct Answer: A

Section:

Explanation:

To implement simple CRUD (Create, Read, Update, Delete) operations in Adobe Campaign Classic via an internal application, the best approach is to use Data Schema Methods. Data Schema Methods allow real-time

interaction with Adobe Campaign's database by exposing a set of predefined APIs for managing data entities directly. These methods are suitable for synchronous operations, which are typical for real-time applications. In Adobe Campaign Classic, Data Schema Methods are part of the API suite, enabling the external system to perform data manipulations, such as creating, updating, or deleting records in real-time, by leveraging the data schema definitions. These methods provide a direct and efficient way to interact with the Campaign Classic database while respecting data integrity and avoiding the complexity of creating custom workflows or scripts. Other options, like Workflows or SQL Scripts, are generally suited for batch operations or specific backend processes, not for real-time operations that require immediate feedback. Therefore, Data Schema Methods offer the most direct and reliable solution for CRUD operations in Adobe Campaign Classic in a real-time context.

QUESTION 8

In Adobe Campaign v8 instance, what field is needed for tables to replicate incrementally?

- A. CreationDate
- B. LastModified
- C. InternalName

Correct Answer: B

Section:

Explanation:

In Adobe Campaign v8, incremental replication relies on a field that tracks when records were last modified. The LastModified field is specifically designed for this purpose, allowing the system to identify and replicate only those records that have been altered since the last replication cycle. This approach minimizes data transfer by only sending updated records instead of the entire dataset.

Using LastModified ensures that the replication process is efficient and that all modifications are accurately reflected across different instances of Adobe Campaign, particularly in distributed environments. Fields like CreationDate are insufficient for incremental replication as they do not track updates, and InternalName does not provide any time-based tracking functionality.

QUESTION 9

How does a developer find the SQL name of the outbound worktable?

- A. sql.tableName
- B. activity.tableName
- C. task.tableName



Correct Answer: B

Section:

Explanation:

In Adobe Campaign Classic, the SQL name of the outbound worktable can be accessed using activity.tableName. This property is part of the workflow activity's context and provides a reference to the specific worktable used by that activity. The worktable is a temporary database table where outbound data (such as target audiences) is stored during the execution of a workflow. Accessing this table via activity.tableName is essential for debugging, custom scripting, and SQL-based interactions within Adobe Campaign workflows.

QUESTION 10

In v8 Adobe Campaign, what is the recommended data retention period for consolidated tracking?

- A. 12 months
- B. 5 months
- C. 6 months
- D. 10 months

Correct Answer: C

Section:

Explanation:

In Adobe Campaign v8, the recommended data retention period for consolidated tracking data is typically set to 6 months. This timeframe strikes a balance between maintaining enough historical data for meaningful analysis and optimizing database performance by not storing unnecessary data long-term. Consolidated tracking data includes click-through rates, open rates, and other engagement metrics that are relevant for campaign

performance analysis but become less actionable over time.

Retaining data for 6 months allows organizations to analyze trends and report on recent campaign performance while maintaining system efficiency.

QUESTION 11

An Adobe Campaign Classic Developer's client uses a unique customer ID to identify and contact their customers. This customer ID is a number. The client wants to send out a personalized email to all customers. What exclusion setting can have a different impact if the ID would have been an email instead of a number?

- A. Duplicate addresses during delivery
- B. Quarantined recipients
- C. Previously contacted recipients
- D. Recipients who no longer want to be contacted

Correct Answer: A

Section:

Explanation:

In Adobe Campaign Classic, handling exclusions for email-based campaigns often differs from those for campaigns based on unique customer IDs (such as a numeric identifier). When using a unique customer ID, the exclusion settings may be adjusted based on this identifier rather than email-specific rules. Let's explore how the exclusion setting in Duplicate addresses during delivery would be affected by the change in the customer identifier from email to a number:

Duplicate Addresses During Delivery:

This setting is primarily useful in email campaigns, as it prevents sending multiple emails to the same email address. However, if the identifier is a number instead of an email address, this setting would have no impact. In the case of emails, Adobe Campaign Classic checks for duplicate email addresses to avoid redundant emails. When the identifier is numerical, Adobe Campaign wouldn't inherently recognize or treat different email addresses as duplicates based on a numerical ID.

Quarantined Recipients:

Quarantine settings in Adobe Campaign Classic are generally managed by email addresses or mobile numbers. If a numerical ID replaces an email as the primary identifier, quarantine settings might not change in terms of functionality. However, email-based quarantines are directly tied to email delivery issues, so they are more impactful when emails are the primary customer identifier.

Previously Contacted Recipients:

This setting depends on tracking previously contacted individuals, which can be managed by email, mobile number, or customer ID. The primary change here would be in tracking by a different identifier; otherwise, the exclusion criteria would remain consistent.

Recipients Who No Longer Want to Be Contacted:

Adobe Campaign Classic handles this through subscription or opt-out statuses, which are commonly associated with email addresses or mobile numbers. When using a unique numerical ID, the system could still enforce opt-out preferences, but it would be less directly tied to email behavior and more to customer ID-based exclusions.

Thus, Duplicate addresses during delivery is the setting most likely to behave differently when switching from email to a numerical customer ID, as it is inherently designed to recognize duplicate email addresses rather than unique numeric identifiers. This difference is specific to how Adobe Campaign Classic manages exclusions in email campaigns and highlights the distinction between email and numeric-based customer identification in delivery settings.

QUESTION 12

Where does the developer need to configure the additional attributes so they are automatically captured in the broad log at the time of sending?

- A. Delivery Activity
- B. Target Data
- C. Target Mapping
- D. Extend Schema

Correct Answer: C

Section:

Explanation:

In Adobe Campaign Classic, Target Mapping is where developers configure how data flows between the various tables when a campaign is executed, including the data that needs to be captured in the broad log (delivery log) during email sends. The broad log captures detailed information about each delivery attempt, and Adobe Campaign uses target mappings to define which data attributes are recorded and linked to recipients.

To capture additional attributes in the broad log automatically:

Target Mapping Configuration: Developers need to extend the target mapping linked to the delivery. By doing so, they can specify which additional attributes should be mapped to the recipient's delivery information. Target mappings control the relationship between delivery and recipient data, allowing Adobe Campaign to include extra fields in the logs automatically during the send process.

Broad Log Extension: Extending the target mapping also enables the addition of custom attributes to the broad log. These attributes are crucial for tracking and analyzing delivery and interaction data beyond the standard fields.

Thus, setting up these additional attributes within Target Mapping ensures that they are captured seamlessly in the broad log at the time of sending.

QUESTION 13

What is the maximum recommended number of concurrent workflows that should be executed in an Adobe Campaign instance?

- A. 10
- B. 20
- C. 30
- D. 50

Correct Answer: B

Section:

Explanation:

Adobe Campaign Classic recommends limiting the number of concurrent workflows to a manageable level to ensure optimal performance and prevent system overload. While the exact number may vary based on hardware, database performance, and specific instance configurations, the generally recommended limit is 20 concurrent workflows:

Workflow Management and Performance:

Adobe Campaign workflows can be resource-intensive, especially when handling large data sets, complex targeting, or real-time processing. Executing too many workflows concurrently can lead to competition for system resources, potentially causing slowdowns or failures. The recommended cap of 20 is aimed at balancing load and maintaining stable performance.

Instance-Specific Recommendations:

Depending on the specific configuration and usage patterns, some instances may support more than 20 concurrent workflows. However, Adobe generally advises against exceeding this limit without thorough testing to prevent possible degradation in service quality.

Monitoring and Scaling:

Administrators can monitor workflow performance and scale resources as needed. If a larger number of workflows need to run simultaneously, adjusting server configurations and scaling up resources may be necessary.

Following Adobe's recommendation of 20 concurrent workflows helps ensure that the Campaign instance runs smoothly without risking instability due to excessive load.

QUESTION 14

A Campaign Classic developer wants to monitor which variables are being passed through a workflow to begin debugging a JavaScript activity. When executing the workflow, which action should the developer take to show the variables that are being passed throughout the workflow?

- A. Audit message in the journal
- B. Keep the result of interim populations between the two executions
- C. Display progression information
- D. Display the tasks and log

Correct Answer: C

Section:

Explanation:

In Adobe Campaign Classic, Display progression information is the appropriate action to monitor variables being passed through the workflow. This feature provides insight into the data being processed at each step, which is essential when debugging. Here's how it helps:

Progression Information in Debugging:

This setting allows developers to see the data transitions, including variables passed between activities. By enabling progression tracking, developers can view detailed logs and understand what variables are passed at each stage of the workflow, which is particularly useful in identifying issues within JavaScript activities.

Visualization of Variables:

This action offers an interface to view records and variables directly as they move through the workflow, showing interim data sets. It makes it easier to confirm the correct variables are being passed or identify where unexpected values occur.

Thus, using Display progression information is the optimal choice to observe variable transitions throughout a workflow, aiding in debugging JavaScript and other activities.

QUESTION 15

A customer needs an automated process to send event notifications every 15 minutes to a group of users. No user should receive the same notification twice. What activities should the Adobe Campaign Classic developer use in the Campaign workflow to perform this?

- A. Scheduler and Test activity before targeting
- B. Wait activity and Test activity after targeting
- C. Wait activity and Test activity before targeting
- D. Scheduler and a Test activity after targeting

Correct Answer: D

Section:

Explanation:

To automate event notifications every 15 minutes in Adobe Campaign Classic and ensure users do not receive duplicate notifications, the following workflow activities are used:

Scheduler Activity:

This activity is set up to trigger the workflow every 15 minutes. The Scheduler allows precise timing control over when workflows execute, ensuring the notifications are sent at the desired intervals.

Test Activity After Targeting:

The Test activity helps exclude users who have already received a specific notification. Placing it after targeting ensures that only new recipients (those who haven't received the notification) are selected, effectively preventing duplicates.

This combination ensures that the notifications are automated at regular intervals, with the Test activity filtering out any users who have already received the notification. Using Scheduler and a Test activity after targeting meets the requirement of avoiding duplicate notifications while sending them at the specified intervals.

QUESTION 16

A developer needs to insert a JavaScript activity that will be used to query the temp table in a workflow. How should the developer verify the name of the temporary schema to be used in JavaScript?

- A. Use logInfo in the JS activity
- B. Check variable tab within the workflow properties
- C. Display the target and click the schema tab

Correct Answer: A

Section:

Explanation:

When working with temporary schemas in Adobe Campaign Classic, logInfo is commonly used within JavaScript activities to output information to the workflow logs. This is a practical method for debugging and verifying details such as the temporary schema name:

Using logInfo in JavaScript:

By inserting logInfo statements within the JavaScript activity, the developer can output the temporary schema name directly into the workflow log. This provides a quick and efficient way to view the schema name and other pertinent details needed for querying.

Advantages of logInfo for Verification:

It enables developers to capture variable names and values at runtime without interrupting the workflow execution. This makes it particularly useful for troubleshooting and confirming that the correct temporary schema is being referenced.

Thus, logInfo within the JavaScript activity is the appropriate method for verifying the temporary schema name and is a commonly used approach for debugging in Adobe Campaign workflows.

QUESTION 17

An Adobe Campaign Classic developer needs to follow best practices for workflow implementation. Which three options should the developer select? (Choose 3)

- A. Purge logs when they are not needed anymore
- B. Check 'Keep Interim Results' option in a workflow property

- C. Avoid leaving workflows in a paused state
- D. Do not schedule workflows to run more than every 15 minutes

Correct Answer: A, C, D

Section:

Explanation:

When implementing workflows in Adobe Campaign Classic, adhering to best practices ensures optimal performance and system stability:

Purge Logs When They Are Not Needed Anymore:

Log data can accumulate quickly, consuming database space and impacting performance. Regularly purging logs helps to maintain system efficiency by freeing up resources and reducing unnecessary storage consumption.

Avoid Leaving Workflows in a Paused State:

Paused workflows can create inconsistencies, as they might hold data in interim tables or occupy system resources. To avoid potential issues, it's best to either stop workflows completely or schedule them appropriately to run only when needed.

Do Not Schedule Workflows to Run More Than Every 15 Minutes:

Scheduling workflows at short intervals (e.g., every few minutes) can strain system resources, particularly in high-traffic environments. Adobe recommends a minimum interval of 15 minutes to avoid excessive load and ensure smooth operation across other processes.

Selecting these options helps ensure that the workflow implementations align with Adobe Campaign Classic's recommended performance and resource management guidelines.

QUESTION 18

A developer wants to retrieve data from multiple schemas and insert data into the temp table within a workflow. Which two methods should be used to perform this operation? (Choose 2)

- A. Xtk.queryDef.create()
- B. Xtk.workflow.execute()
- C. Xtk.queryDef.Update()
- D. Xtk.session.write()

Correct Answer: A, D

Section:

Explanation:

To retrieve data from multiple schemas and insert it into a temp table within an Adobe Campaign Classic workflow, the following methods are used:

Xtk.queryDef.create():

This method is employed to construct and execute queries across multiple schemas. It allows developers to retrieve data dynamically from various sources within the database, which is essential for workflows that need to aggregate data from different schemas.

Xtk.session.write():

After retrieving data, Xtk.session.write() is used to insert data into a temp table. This method enables writing directly to tables, including temporary tables, which are often used to store intermediate results for further processing within workflows.

These methods together provide the necessary functionality for data retrieval and insertion within workflows, enabling effective manipulation of temp tables based on multiple data sources.

QUESTION 19

What is a use case for a custom target mapping in Adobe Campaign Classic?

- A. Include seed addresses in the delivery
- B. Retarget on the basis of segmentation
- C. Store the address in an individual table

Correct Answer: C

Section:

Explanation:

A custom target mapping in Adobe Campaign Classic is used primarily when there is a need to customize the relationship between recipient data and the delivery or targeting mechanism. A specific use case for custom target mapping is to store data, such as addresses, in an individual table rather than the default recipient table. Here's how it works:



Storing Address Data in a Custom Table:

When a client requires specific recipient data (like an address) to be stored separately for particular campaigns or use cases, a custom target mapping allows for this level of flexibility. It lets developers specify an individual table to house this data, rather than using the standard recipient schema.

By using custom target mappings, developers can fine-tune data storage and retrieval strategies in Adobe Campaign, allowing more tailored approaches to recipient management and targeting.

QUESTION 20

Review the code below and mark the correct option:

javascript

Copy code

```
var query = NLWS.xtkQueryDef.create({
  queryDef: {
    schema: 'nms:recipient',
    operation: 'select',
    lineCount: '5',
    select: { node: [
      {expr: '@firstName'},
      {expr: '@lastName'},
      {expr: '@email'}
    ]}
  }
}).ExecuteQuery().getElements();
```

What would be the correct code to retrieve the email for each record?

- A. `for (var i = 0; i < query.length; i++) { logInfo(query[i].$email); }`
- B. `for (var i = 0; i < query; i++) { logInfo(query[i].$email); }`
- C. `for (var i = 0; i < query.len; i++) { logInfo(query[i].$email); }`



Correct Answer: A

Section:

Explanation:

In this JavaScript code snippet, the developer has queried recipient data, selecting the first name, last name, and email from the nms:recipient schema. To retrieve and log each email address from the query results, they need to loop through the returned array:

Query Result:

The result of `ExecuteQuery().getElements()` is an array of objects, where each object represents a record with selected fields (in this case, `@firstName`, `@lastName`, and `@email`).

Correct Loop Syntax:

The correct syntax for looping through an array in JavaScript involves using `.length` to determine the number of elements in the array. Therefore, `for (var i = 0; i < query.length; i++)` is the correct loop structure.

Accessing the Email Field:

Within each record object, `logInfo(query[i].$email);` accesses the `$email` property and logs it. This syntax correctly refers to each record's email field within the loop.

Option A is correct because it accurately loops through the query results and retrieves each email address using the `$email` attribute.

QUESTION 21

In V8 Adobe Campaign Classic, data from local PostgreSQL tables is not being replicated to the Snowflake database. Which OOTB workflow should the developer look at to troubleshoot the issue?

- A. Replicate Staging Data (`ffdaReplicateStagingData`)
- B. Replicate Reference Tables (`ffdaReplicateReferenceTables`)
- C. Replicate FFDA Data (`fdaReplicate`)

Correct Answer: C

Section:

Explanation:

In Adobe Campaign Classic V8, FFDA (Federated Data Access) is responsible for managing data replication between local data sources (e.g., PostgreSQL) and external databases (e.g., Snowflake). When local PostgreSQL tables are not being replicated to Snowflake, the workflow to review is:

Replicate FFDA Data (fdaReplicate):

This workflow is designed to manage the replication of FFDA data across different databases, including Snowflake. It checks and synchronizes data between the on-premise database and the cloud database, ensuring that records are consistently replicated.

Thus, if replication to Snowflake is failing, the fdaReplicate workflow is the primary OOTB workflow to inspect and troubleshoot any replication issues.

QUESTION 22

A developer wants to send an alert to an operator that contains the names of profiles who opened the newsletter. The profile's first and last name fields are linked to the recipients targeting dimension, whereas the alert activity is linked to the operator targeting dimension. What activities would the developer need to send the notification?

- A. Query > Test > Alert
- B. Query > Enrichment > Test > Alert
- C. Query > JavaScript Code > Alert
- D. Query > JavaScript Code > Test > Alert

Correct Answer: B

Section:**Explanation:**

In this scenario, the goal is to send an alert containing profile information (first and last names) of those who opened a newsletter, but the alert is directed to an operator (not directly tied to the recipient schema):

Query Activity:

The workflow begins with a Query activity to identify profiles who opened the newsletter. This will extract the relevant recipient data.

Enrichment Activity:

Since the alert needs profile names but is tied to the operator dimension, an Enrichment activity is essential. It joins the recipient's data (first and last name) to the alert's targeting dimension, bridging the recipient and operator data.

Test Activity:

A Test activity can be used to filter and ensure that only the intended profiles are included before the alert is generated.

Alert Activity:

Finally, the Alert activity is configured to send a notification to the operator with the enriched profile data.

Therefore, the correct sequence to achieve this functionality is Query > Enrichment > Test > Alert, as it ensures that the necessary profile data is linked to the operator dimension for the alert.

QUESTION 23

A developer identifies that click and open data has not been updated for a long time. Which OOTB technical workflow should be checked in order to troubleshoot this issue?

- A. Task notification (taskMgt)
- B. Tracking (tracking)
- C. Update event status (updateEventStatus)

Correct Answer: B

Section:**Explanation:**

In Adobe Campaign Classic, the Tracking workflow is responsible for collecting and updating tracking data, such as opens and clicks, associated with email deliveries. If tracking data has not been updated, this workflow is crucial to check:

Tracking (tracking) Workflow:

This OOTB (Out-of-the-Box) technical workflow processes and imports tracking logs from the delivery server. It updates the database with data about how recipients interact with sent emails, such as opens and clicks. If there is an issue with the tracking data not being updated, this workflow might have failed or be misconfigured.

Therefore, reviewing the Tracking (tracking) workflow can help identify issues with data collection and update processes for email interactions.

QUESTION 24

A developer is using a test activity to verify if the result is generated or not. Which test condition should be used?

- A. vars.recCount < 0
- B. vars.recCount > 0
- C. vars.Count > 0

Correct Answer: B

Section:

Explanation:

The Test Activity in Adobe Campaign Classic is used to verify conditions within a workflow. When the objective is to check whether a result has been generated, the condition should confirm that the record count (recCount) is greater than zero:

Condition Explanation:

vars.recCount holds the count of records returned by the workflow segment. If vars.recCount > 0, it indicates that records have been found, meaning the result is generated. This is the standard check to verify the presence of data in the context of the workflow.

Thus, vars.recCount > 0 is the appropriate condition to verify if there is a non-zero result.

QUESTION 25

An Adobe Campaign Classic developer is working on an import workflow. The format of the file to be imported is CSV. An aggregate must be computed in the workflow. Which three components should be used to implement the import workflow to update the data? (Choose three)

- A. Update data
- B. Change dimension
- C. Enrichment
- D. Data loading

Correct Answer: A, C, D

Section:

Explanation:

When creating an import workflow in Adobe Campaign Classic to load a CSV file, compute an aggregate, and update data, the following components are essential:

Data Loading:

This activity is used to import data from a file (e.g., a CSV) into the workflow. It reads the CSV file and brings the data into the Adobe Campaign workflow for processing.

Enrichment:

The Enrichment activity is employed to compute aggregates, such as sums or averages, within the workflow. It allows the developer to extend data by adding calculated fields or aggregating based on specific criteria.

Update Data:

Once the data is enriched with the necessary aggregates, the Update Data activity is used to update records in the database. This activity can insert new records, modify existing ones, or perform both actions based on the imported and processed data.

Using Data Loading, Enrichment, and Update Data components in this sequence enables effective import and data processing within the workflow.

QUESTION 26

A client requires downloading a CSV file from an AWS S3 bucket on a scheduled basis and processing the contents to update a custom schema in the Adobe Campaign Classic instance. Which component should be used to implement the AWS S3 connection?

- A. FDA connector
- B. JavaScript activity
- C. JSSP
- D. External account



Correct Answer: D

Section:

Explanation:

In Adobe Campaign Classic, an External Account is the correct component for connecting to an external data source like AWS S3:

External Account:

This configuration allows Adobe Campaign to interact with external systems via protocols such as SFTP, HTTP, or cloud storage services like AWS S3. For this scenario, the developer would set up an External Account with the AWS S3 connection details, enabling scheduled file downloads directly from the S3 bucket.

By configuring an External Account, the workflow can seamlessly connect to the AWS S3 bucket and retrieve the CSV files for processing and updating the custom schema in Adobe Campaign.

QUESTION 27

A customer has an in-house CRM application that needs to create, update, and delete custom data stored in the Adobe Campaign Classic instance. What are the two minimum prerequisites for the CRUD operations to work? (Choose two)

- A. Whitelist CRM application's server IP
- B. Configure IP affinity
- C. Authenticate as a technical operator with appropriate rights
- D. Create a request from Adobe Campaign Classic to the CRM application

Correct Answer: A, C

Section:

Explanation:

For the CRM application to perform CRUD (Create, Read, Update, Delete) operations on Adobe Campaign Classic data, the following prerequisites must be met:

Whitelist CRM Application's Server IP:

Whitelisting the IP address of the CRM server ensures that only authorized systems can access the Adobe Campaign instance. This is an important security measure to prevent unauthorized access and facilitate secure communication between the CRM application and Adobe Campaign.

Authenticate as a Technical Operator with Appropriate Rights:

CRUD operations require the CRM application to authenticate as a technical operator with the necessary permissions. The technical operator should have sufficient rights to create, update, and delete data in the Adobe Campaign database, ensuring that it can manage the custom data correctly.

These two prerequisites ensure secure and authorized access for the CRM application to perform CRUD operations within the Adobe Campaign Classic environment.

QUESTION 28

An Adobe Campaign Classic Developer needs to set up a workflow that imports customer data from an S3 bucket on a daily basis. The records must be stored in an existing Campaign table. Which sequence of workflow activities should the Developer use?

- A. Scheduler, File collector, Data loading, Update data
- B. Scheduler, File transfer, Data loading, Update data
- C. Scheduler, File transfer, Data extraction, Update data
- D. Scheduler, File collector, Data extraction, Update data

Correct Answer: B

Section:

Explanation:

To set up a workflow that imports customer data from an S3 bucket daily and stores it in an existing Adobe Campaign table, the following sequence of activities is appropriate:

Scheduler:

This activity schedules the workflow to run daily, triggering the data import process at a specified time.

File Transfer:

The File Transfer activity is used to download files from an external source, such as an S3 bucket. It ensures that the data file is available locally within the Campaign environment for processing.

Data Loading:

This activity reads the downloaded file (e.g., CSV format) and loads the data into a temporary table or directly into the workflow for further processing.

Update Data:

Finally, the Update Data activity inserts or updates the existing records in the Campaign table with the imported customer data, ensuring that the table reflects the latest information. Using this sequence, Scheduler, File transfer, Data loading, Update data, facilitates a streamlined import process that handles data transfer, loading, and updating efficiently.

QUESTION 29

A developer is building a workflow to insert a customer's favorite video game from a file collected by SFTP. An enrichment activity is used to reconcile the file data and recipient data, allowing the file data to be used to personalize deliveries. How will these personalization fields appear in the delivery content?

- A. `<%= targetData.FIELD %>`
- B. `<%= temp.FIELD %>`
- C. `<%= recipient.FIELD %>`

Correct Answer: A

Section:

Explanation:

In Adobe Campaign Classic, when using an Enrichment activity to reconcile data from an external file and associate it with recipient data, the personalization fields appear in the delivery content as follows:

`<%= targetData.FIELD %>`:

The targetData object is used for personalization fields resulting from an Enrichment activity. It represents the enriched data available for targeting in the delivery content. In this case, FIELD would be the specific field name (e.g., favoriteGame) from the file that was reconciled with recipient data.

Using `<%= targetData.FIELD %>` ensures that the enriched fields are accessible for personalization within the delivery content, accurately reflecting the data imported through the workflow.

QUESTION 30

In Adobe Campaign Classic V8, how to update or delete data using an API call?

- A. `xtk.session.ingest`
- B. `xtk.session.ingestExt`
- C. `xtk.session.ingestWrite`

Correct Answer: C

Section:

Explanation:

In Adobe Campaign Classic V8, the API method `xtk.session.ingestWrite` is used to perform update or delete operations on data records. This method allows direct manipulation of data within the Campaign database, specifically supporting write operations to update existing records or remove them as needed:

Ingest Write Capability:

The `ingestWrite` method is designed to handle CRUD operations, where it can modify or delete data in tables as specified. This makes it the correct choice for scenarios that require both updating and deleting records programmatically through an API call.

Using `xtk.session.ingestWrite`, developers can effectively manage data records in Adobe Campaign V8, including making updates and performing deletions directly through API requests.

QUESTION 31

A customer located in Canada requested that any Adobe Campaign Classic operator located outside of Canada should not be allowed to see the recipient schema. All operators that are not located in Canada have been assigned the right 'OutsideCountry.' Which configuration will hide the display of the recipient's last name for operators located outside Canada?

- A. `<attribute name='lastName' assessableIf='HasNamedRight('OutsideCountry')=true'/>`
- B. `<attribute name='lastName' assessableIf='HasNamedRight!='OutsideCountry''/>`
- C. `<attribute name='lastName' assessableIf='HasNamedRight('OutsideCountry')=false'/>`
- D. `<attribute name='lastName' assessableIf='HasNamedRight!='OutsideCountry''/>`

Correct Answer: C



Section:**Explanation:**

In Adobe Campaign Classic, to control the visibility of specific attributes based on user rights, you can use the `assessableIf` attribute within the schema. In this case, operators outside of Canada have been assigned the `OutsideCountry` right, so the configuration should check if the operator does not have this right to display the last name:

Logic for `assessableIf`:

The condition `HasNamedRight('OutsideCountry')=false` ensures that only operators who do not have the `OutsideCountry` right (i.e., those located within Canada) will have access to view the `lastName` attribute. This restricts operators outside of Canada, as required by the configuration.

Using `correctly` enforces the access restriction, making the `lastName` field inaccessible to non-Canadian operators.

QUESTION 32

A Campaign operator has left the organization and no longer requires access to Adobe Campaign Classic. The operator's account has been disabled but is still receiving alerts and notifications from the Campaign. What should the developer do to stop sending Campaign notifications to the operator?

- A. Remove the email address from their profile
- B. Delete the operator's profile from Adobe Campaign
- C. Update the access settings parameters under access rights

Correct Answer: B**Section:****Explanation:**

To completely stop alerts and notifications from being sent to an operator who no longer requires access to Adobe Campaign Classic, it is necessary to delete the operator's profile from the system:

Removing the Operator Profile:

Simply disabling an account does not prevent Adobe Campaign from sending alerts and notifications if they remain associated with the operator's profile. By deleting the profile, you remove all associations, including email addresses and notification settings, thus fully stopping any communications.

While updating access rights or removing the email might partially reduce notifications, deleting the operator's profile ensures that no further alerts or notifications are sent, aligning with the intent to completely revoke access and associated notifications.

QUESTION 33

A new file must be loaded into Adobe Campaign Classic, and the file contains data in XML format. Which activity should be used to import this file?

- A. Data Loading (file)
- B. JavaScript code
- C. Import
- D. Loading (SOAP)

Correct Answer: A**Section:****Explanation:**

For importing data in XML format into Adobe Campaign Classic, the Data Loading (file) activity is the most suitable choice. This activity is specifically designed for importing data files into the system, supporting various formats, including XML, CSV, and others.

The Data Loading (file) activity can be configured to handle XML files by mapping XML elements to the corresponding schema fields in Adobe Campaign Classic. This process involves specifying the file location, defining the data structure, and mapping XML data fields to the data schema in Adobe Campaign. This method is also advantageous because it provides built-in options for error handling, data transformation, and validation before the data is committed to the database.

Other options, such as JavaScript code or Loading (SOAP), are typically used for custom processing or SOAP-based integrations, respectively. While these can technically handle XML data, they are less straightforward and would require additional setup. The Import activity is a more generic term and does not specifically handle XML data, making Data Loading (file) the optimal choice for this scenario.

QUESTION 34

The developer is investigating why bounces are no longer being forwarded on a campaign instance. Which process should a developer check to troubleshoot this?

- A. inMail
- B. mta
- C. trackinglogd
- D. Web

Correct Answer: B

Section:

Explanation:

In Adobe Campaign Classic, if bounces are no longer being forwarded, the appropriate process to check is the mta (Message Transfer Agent) process. The mta process is responsible for sending out messages and managing delivery status, which includes bounce handling. When email delivery encounters issues, it's the mta process that logs these bounces and processes them accordingly.

If bounces are not being processed as expected, there might be issues with the mta configuration, network connectivity, or email server responses. By checking the mta logs, a developer can troubleshoot and identify any errors or misconfigurations that may be preventing bounce notifications from being forwarded. Additionally, verifying the mta process is running smoothly is crucial for ensuring the entire delivery and bounce-back mechanism functions properly within the Adobe Campaign Classic environment.

