

**Free Questions for AD0-E330**

**Shared by Roberson on 16-10-2024**

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# Question 1

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**Question Type:** MultipleChoice

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A developer develops a workflow where the result should contain recipients from Country Canada with an age range greater than 18 years. A developer added two activities in the beginning, one to query only Canada region recipients and the other activity to query audiences greater than 18 years. Which third activity type would be used to ensure the result is updated with only those recipients greater than 18 years old that live in Canada?

**Options:**

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**A-** Intersection

**B-** Union

**C-** Exclusion

**Answer:**

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A

**Explanation:**

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To ensure that the result contains only recipients from Canada who are over 18 years old, the developer should use the Intersection activity. Intersection activities in Adobe Campaign Classic are used to filter down to the subset of recipients that meet all criteria across multiple query activities.

In this case, the Intersection activity will combine the two queries (Canada region recipients and recipients older than 18) and return only those recipients who satisfy both conditions---i.e., those who are over 18 and live in Canada. Using Union would result in all recipients matching either query, and Exclusion would remove one query result from the other, which is not appropriate for this scenario.

## Question 2

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**Question Type: MultipleChoice**

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A developer develops a workflow where two activities are used in the beginning, one below the other. The first is to query all the audiences living in Canada, and the second is to query audiences with gender as male. A developer added a third activity, which is Exclusion, and added both the queries' results to it. What would be the end result?

### Options:

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- A- All males living in Canada
- B- All males who do not live in Canada

**C-** All recipients living in Canada who are not male

**Answer:**

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C

**Explanation:**

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In this workflow, the Exclusion activity is set to exclude the results of one query from the other. Since the developer has both queries (audiences living in Canada and male audiences) feeding into the Exclusion activity, it will result in an exclusion of males from the set of Canadian recipients.

Thus, the end result will be all recipients living in Canada who are not male. This is because the Exclusion activity removes those in the second query (males) from the first query (audiences living in Canada), leaving only non-males from Canada in the final audience.

## Question 3

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**Question Type:** MultipleChoice

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A developer needs to check for missing personalization before sending deliveries to the targeted audience and cancel the particular delivery. How would the developer do this?

**Options:**

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- A- Control typology rule
- B- Filtering typology rule
- C- Adding script in delivery

**Answer:**

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A

**Explanation:**

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In Adobe Campaign Classic, a control typology rule is the appropriate method for checking personalization before sending a delivery. Control typology rules can be set up to validate certain conditions, such as verifying the presence of personalization fields. If any required personalization is missing, the control rule can trigger a cancellation of the delivery or flag it for review.

By implementing this rule, the developer ensures that each delivery meets personalization requirements, preventing incomplete or improperly personalized messages from reaching the audience. Filtering typology rules and delivery scripts are not as well-suited for this purpose, as they are not designed for pre-send validation in the same way as control rules.

## Question 4

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**Question Type: MultipleChoice**

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A customer has a custom CRM system that holds all profiles used for marketing campaigns. The customer wants to have the data available in Adobe Campaign Classic and use it for marketing campaigns. The CRM system is relying on HTTP communication to communicate with other systems. In which two ways can the CRM system push profiles to Adobe Campaign Classic? (Choose two)

**Options:**

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- A- SOAP
- B- External Account
- C- REST
- D- SFTP

**Answer:**

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A, C

**Explanation:**

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For integrating a custom CRM system with Adobe Campaign Classic to push profile data, the two primary methods of HTTP communication available are SOAP and REST APIs.

SOAP (Simple Object Access Protocol):

Adobe Campaign Classic supports SOAP web services, which allow external systems to interact with Campaign's data and services. SOAP is well-suited for structured, reliable data exchanges, and Adobe Campaign provides extensive SOAP API documentation for operations such as creating, updating, and deleting profiles.

REST (Representational State Transfer):

Adobe Campaign also supports RESTful APIs, which provide a more lightweight and flexible way to interact with Campaign Classic. REST APIs are ideal for web-based integrations due to their simplicity and compatibility with JSON, making them a popular choice for modern applications.

Using SFTP would not meet the requirement of HTTP-based communication, and External Account is more about configuring connection settings rather than serving as a direct data transfer method. Therefore, SOAP and REST are the best methods to meet the integration requirements for the CRM system and Adobe Campaign Classic.

## Question 5

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**Question Type:** MultipleChoice

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

**Options:**

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A- 12 months

B- 5 months

C- 6 months

D- 10 months

**Answer:**

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C

**Explanation:**

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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 6

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**Question Type: MultipleChoice**

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

**Options:**

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A- sql.tableName

B- activity.tableName

C- task.tableName

**Answer:**

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B

**Explanation:**

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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 7

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**Question Type:** MultipleChoice

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

### Options:

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

### Answer:

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B

### Explanation:

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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.

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