



Adobe AD0-E330 Practice Questions

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Question 1

Question Type: MultipleChoice

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)

Options:

- 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

Answer:

A, C

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 2

Question Type: MultipleChoice

A developer saw that several workflows are stuck in a "start as soon as possible" status. The developer checks the workflow heat map and does not see any concurrent workflows in workflow activity. What should the developer troubleshoot next?

Options:

- A- Stop and restart all the workflows that are stuck in a 'start as soon as possible' status
- B- Conditional stop and restart all the workflows that are stuck in a 'start as soon as possible' status
- C- Confirm Campaign jobs (operationMgt) workflow is running

Answer:

C

Explanation:

When workflows are stuck in the 'start as soon as possible' status and no other workflows are running concurrently, the issue often relates to the operationMgt workflow, which is responsible for managing Campaign jobs and their scheduling. If this workflow is not active or has encountered issues, other workflows may not start as scheduled, leading to the stuck status.

Therefore, the developer should verify that the operationMgt workflow is running correctly. Stopping and restarting workflows individually may not address the underlying issue, and conditionally stopping workflows is not as direct as checking the operationMgt workflow, which could be the root cause.

Question 3

Question Type: MultipleChoice

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

Options:

- 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

Answer:

A, C, D

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 4

Question Type: MultipleChoice

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?

Options:

A- Query > Test > Alert

B- Query > Enrichment > Test > Alert

- C- Query > JavaScript Code > Alert
- D- Query > JavaScript Code > Test > Alert

Answer:

B

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 5

Question Type: MultipleChoice

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?

Options:

- 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

Answer:

B

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 6

Question Type: MultipleChoice

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?

Options:

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

Answer:

B

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 7

Question Type: MultipleChoice

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

Options:

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

Answer:

A, C

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 8

Question Type: MultipleChoice

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:

A- Intersection

B- Union

C- Exclusion

Answer:

A

Explanation:

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 9

Question Type: MultipleChoice

How can you use sysFilter to limit write access to a schema to only members of the Administrator operator group?

Options:

A- Filter workflows by duration to check which workflow is creating an issue

B- To avoid reaching the limit of IDs

C- xml

```
<sysFilter name='writeAccess'>
```

```
<condition enabled if='hasNamedRight('admin')=false' expr='TRUE'/>
```

```
</sysFilter>
```

Answer:

A

Explanation:

The sysFilter element in Adobe Campaign Classic can be used to limit access to specific operations based on operator rights. To restrict write access to only members of the

Administrator operator group:

Condition Explanation:

The correct syntax should enable the condition if the user has the admin right. Here, `hasNamedRight('admin')==true` checks if the operator belongs to the Administrator group. When this condition is true, the expression `expr='TRUE'` grants write access, thus restricting it only to those with admin rights.

The configuration correctly restricts access based on operator rights, ensuring that only administrators can perform write operations on the specified schema

Question 10

Question Type: MultipleChoice

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?

Options:

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

Answer:

D

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 11

Question Type: MultipleChoice

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)

Options:

- 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

Answer:

A, C, D

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 12

Question Type: MultipleChoice

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

Options:

- 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

Answer:

A

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.

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