

# Adobe

## Exam 9A0-389

### Adobe Campaign Developer

Version: Demo

**[ Total Questions: 10 ]**

**Question No : 1**

The schema below contains an address element. How would you display the first line of the address?

```
<srcSchema>
  <element desc="Information about the geographical location" label="Location" name="location">
    <attribute label="Address 1 (apartment)" length="80" name="address1" type="string"/>
    <attribute label="Address 2" length="80" name="address2" type="string"/>
    <attribute label="Address 3 (Number and street)" length="80" name="address3" type="string"/>
    <attribute label="Address 4 (country)" length="80" name="address4" type="string"/>
    <attribute label="Zip/Postcode" length="20" name="zipCode" type="string"/>
    <attribute label="City" length="75" name="city" type="string" userEnum="city"/>
    <attribute label="State/Province code" name="stateCode" type="string"/>
    <attribute advanced="true" label="Country code" length="3" name="countryCode" type="string"/>
    <join xpath-dest="@id" xpath-src="@idPurchase"/>
  </element>
</srcSchema>
```

- A. <input xpath="location/address1"/>
- B. <input xpath="address1"/>
- C. <input xpath="location/@address1"/>
- D. <input xpath="@address1"/>

**Answer: D**

**Question No : 2**

You want to add the following new columns to the output of a direct mail file extract:

<firstparturl><firstName>-<lastName>

Firstparturl is already declared in a JavaScripts activity which will be executed before the targeting query:

```
vars.firstparturl = 'http://www.amazingcompany.com/u=';
```

The additional column for recipient called John Doe should look like this:

http://www.amazingcompany.com/u=John-Doe

How would you have created the expression in the query activity (Additional columns window) in order to meet the above mentioned requirement?

- A. 'vars.firstparturl'+vars.firstName+'-'+vars.lastName
- B. \$(vars/@firstparturl)+@firstName+'-'+@lastName
- C. \$(vars.firstparturl)+firstName+'-'+lastName
- D. 'vars.firstparturl'+\$(vars/@firstName)+'-'+\$(vars/@lastName)

**Answer: D**

**Question No : 3**

How should you organize the creation of the following tasks?

- A. Campaign – Program – Plan- Delivery
- B. Delivery – Campaign – Plan – Program
- C. Plan – Program – Campaign – Delivery
- D. Program – Delivery – Plan – Campaign

**Answer: A**

**Question No : 4**

What is the purpose of the “Taken into account if” expression on a predefined filter?

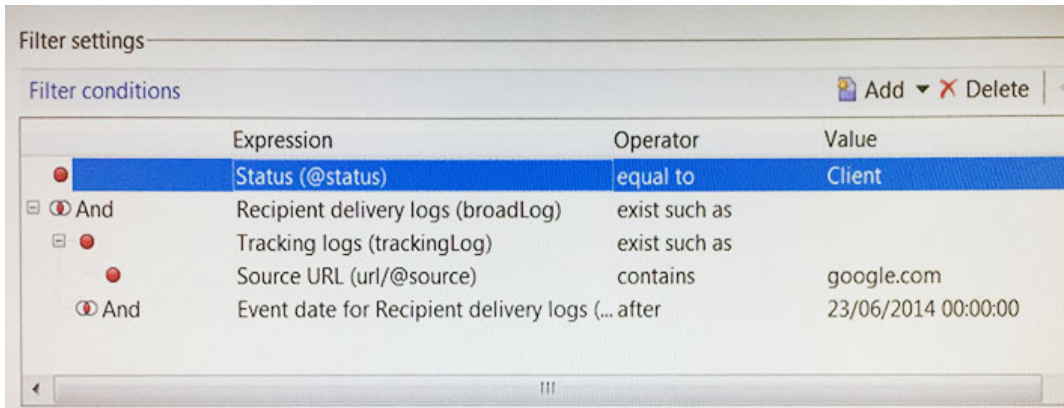
- A. The “Taken into account if” expression provides the marketing user with a drop-down to select which conditions to apply.
- B. The conditions on which the “Taken into account if” expression is applied will only be used if the “Taken into account if” expression is true.
- C. The “Taken into account if” expression is used to only display an input when the expression is true.
- D. The “Taken into account if” expression can be used to format the filter result

**Answer: D**

**Question No : 5**

Which two parts of this query could potentially cause performance problems? (Choose

two.)



- A. The “equal to” operator is not efficient.
- B. The “url” is a table with high volumes.
- C. The “tracking log” is a table with high volumes.
- D. The “exist such as” operator is not efficient.

Answer: C,D

**Question No : 6**

How would you set up the query of a predefined filter in order to get all recipients with blacklisted email addresses?

- A. no longer contact by direct mail or no longer contact by email or status for info on the e-mail equal to Quarantine
- B. no longer contact (by any channel) or no longer contact by email or status for info on the e-mail equal to Blacklisted
- C. no longer contact (by any channel) and no longer contact by email and status for info on the e-mail equal to Blacklisted
- D. no longer contact by direct mail and no longer contact by phone and status for info on the e-mail equal to Quarantine

Answer: B

**Question No : 7**

In order to restrict the choice of target elements in an input form a sysfilter was added via the link definition:

```
1 <input xpath="mainContact">
2   <!-- Filter the selection of the link on the adobe.com domain -->
3     <sysFilter>
4       ...
5     </sysFilter>
6 </input>
```

What is missing in line 4?

- A. <element expr="@domain = 'adobe.com'"/>
- B. <condition expr="@domain = 'adobe.com'"/>
- C. <element xpath="@domain = 'adobe.com'"/>
- D. <condition xpath="@domain = 'adobe.com'"/>

**Answer: B**

### Question No : 8

A user receives an Adobe Campaign email notification where they are informed that approval is needed for a certain delivery. The user logs into the Adobe Campaign console and wants to approve the mentioned delivery via the delivery dashboard but the approval link is NOT displayed there. What would cause the approval link to NOT be shown?

- A. The delivery has already been approved by another operator.
- B. The user needs to belong to the "Delivery operators" group in order to see the link.
- C. Only the link provided in the email notification can be used to approve the delivery.
- D. The content of the delivery needs to be approved by another operator first.

**Answer: A**

### Question No : 9

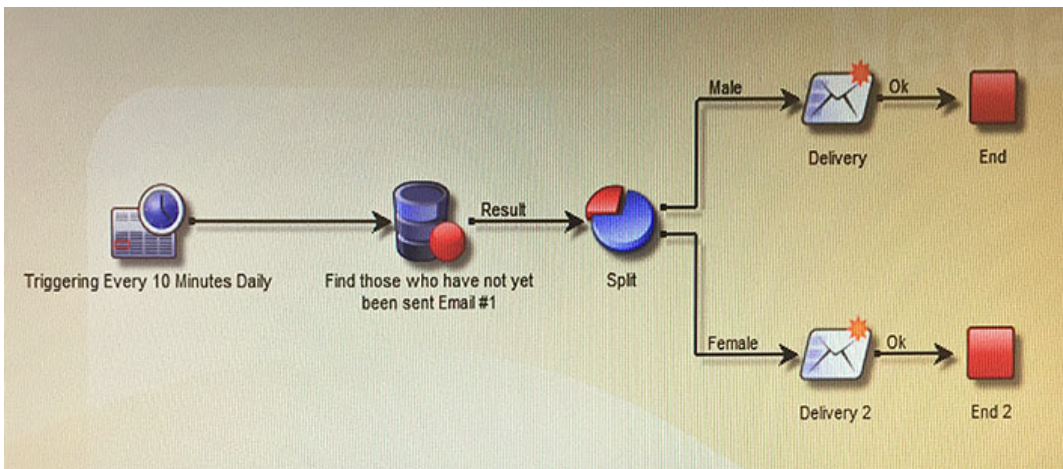
A website outside of Adobe Campaign needs to display the address of the recipient that is stored on Adobe Campaign. The customer wants to use SOAP webservice. How would you implement that?

- A. Create a database link from the customer's database to the Adobe Campaign database.
- B. Create a JSP and access the sAddress field using a SQL query.
- C. Add a custom method to the schema and get the address using a queryDef.
- D. Create a webapp and add a database field mapped to the address.

Answer: C

Question No : 10

What is the most problematic issue about the workflow shown below?



- A. The end activity will cause all records in the context to be removed from memory.
- B. The split might fail causing no deliveries to be sent.
- C. The two deliveries will be sent concurrently causing issues with the MTA.
- D. The query may not have been completed before the scheduler runs again.

Answer: D

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