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Q&A

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Exam : **AD0-E607**

Title : Adobe Journey Optimizer
Business Practitioner
Professional

Version : DEMO

1.A campaign manager responsible for a live "Welcome Series" journey discovers a mistake in the configuration. They need to correct it immediately. They create a new version of the journey to make the edits.

After they publish the new, corrected version, what happens to the customer profiles that were already in the middle of the old, incorrect version?

- A. Only profiles that were in a 'Wait' activity in the old version are moved to the new version.
- B. Profiles continue their path in the old version until they exit, and only new profiles will enter the new version.
- C. All profiles from the old version are immediately moved to the corresponding activity in the new version.
- D. The system pauses all profiles in the old version and waits for manual intervention to migrate them.

Answer: B

2.A data steward is responsible for ensuring that sensitive customer address data (street, city, state, zip) ingested into a new schema complies with company policy. The policy states this data cannot be used for profiling or personalization without specific consent.

What is the most appropriate action for the steward to take in the schema editor to support this data governance policy?

- A. Encrypt the fields in the schema.
- B. Set the entire schema to be read-only.
- C. Remove the fields from the schema and store them in a separate system.
- D. Apply a Data Usage Label (e.g., C5 - No Profiling) to the relevant fields in the schema.

Answer: D

3.A digital marketing manager is designing a promotional email that needs to dynamically display different content based on the user's loyalty tier (`loyaltyTier`) and city (`city`).

Which of the following are direct data sources that can be used for personalizing the email content?

(Choose 2.)

- A. Identities
- B. Helper functions
- C. Audiences
- D. Calculated attributes
- E. Offer decisions

Answer: B, E

4.A bank's marketing team wants to orchestrate a customer onboarding process that involves multiple steps and systems. When a new account is opened, they want a journey to trigger. This single "Account Opened" signal, however, is a combination of two separate system events: "Application Approved" from the loan system and "Account Funded" from the core banking system.

Which Journey Optimizer event type should be designed to listen for this combined signal as a single journey trigger?

- A. A Business Event.
- B. An Audience Qualification event.
- C. A Reaction Event.

D. A Unitary Event for "Application Approved".

Answer: A

5. An e-commerce manager is setting up the company's first real-time "abandoned cart" journey. The audience for this journey must qualify members the instant they add a product to their cart but do not complete the purchase within 15 minutes.

Which audience evaluation method is required for this time-sensitive use case?

A. Streaming

B. Batch

C. Scheduled

D. Edge

Answer: A