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The Adobe Journey Optimizer Business Practitioner Professional (AD0-E607) certification exam is a valuable credential that is designed to validate the candidates' skills and knowledge level. The AD0-E607 certification exam is one of the high in demand industrial recognized credentials to prove your skills and knowledge level. With the Adobe AD0-E607 Certification Exam everyone can upgrade their skills and become competitive and updated in the market.

Adobe Journey Optimizer Business Practitioner Professional Sample Questions (Q45-Q50):

NEW QUESTION # 45

A marketing specialist is configuring a welcome email and wants to display a personalized hero banner. They want to test three different banner images (A, B, and C) to determine which one drives the highest click-through rate, while also reserving 10% of the audience as a control group that will not receive any of the new images.

In the Campaign's content configuration, how should they set this up?

- A. Create three separate campaigns, each using a different image.
- B. In a Content Experiment, set up two treatments (A and B) and use the third image (C) as the default content.
- C. Insert a dynamic content block in the email and use a random number function to decide which image to display.
- D. In a Content Experiment, set up three treatments (A, B, C) and additionally configure a 10% hold-out group.

Answer: D

NEW QUESTION # 46

An offer manager has just added a new "25% Off Welcome Discount" offer to the Offer Library. They need this offer to be included in an existing dynamic collection called "Welcome Offers," which is configured to automatically include all offers where the 'category' attribute is "Welcome".

What is the next step the manager must take to get the new offer into the collection?

- A. Nothing. The offer will be added automatically without any changes.
- B. Manually edit the "Welcome Offers" collection and add the new offer.
- **C. Edit the new offer's properties and set its 'category' attribute to "Welcome".**
- D. Re-publish the collection to force it to refresh its contents.

Answer: C

NEW QUESTION # 47

A technical marketer is explaining the offer selection process to a new team member. They describe how the system narrows down offers for a given profile.

When a profile is evaluated against a decision, what is the correct sequence of steps the Offer Decisioning engine performs?

1. The engine determines which offers the profile is eligible for based on each offer's rules.
2. The engine applies frequency capping and other constraints.
3. The engine selects the best offer(s) from the eligible pool based on ranking criteria.
4. The engine filters the offers based on the placements requested.

- A. 4, 1, 3, 2
- B. 1, 3, 2, 4
- **C. 4, 1, 2, 3**
- D. 1, 4, 3, 2

Answer: C

NEW QUESTION # 48

A business practitioner needs to create an audience of users who have performed a specific sequence of actions: 1) Viewed a "Product Page", then 2) "Added to Cart", and finally 3) "Started Checkout".

What type of audience logic or evaluation method should be used to build this segment?

- **A. A sequential segmentation rule.**
- B. A static list upload.
- C. A composition of three separate audiences using an AND operator.
- D. A single event-based rule looking for "Started Checkout".

Answer: A

NEW QUESTION # 49

A customer lifecycle manager wants to trigger a post-purchase survey journey. It is critical that the journey starts within minutes of a customer completing a purchase. The purchase data arrives in real-time via streaming ingestion.

Which audience type should the manager have the team create?

- **A. A streaming audience.**
- B. A CSV-imported audience refreshed weekly.
- C. An edge audience.
- D. A batch audience evaluated daily.

Answer: A

NEW QUESTION # 50

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