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Adobe Journey Optimizer Business Practitioner Professional Sample Questions (Q56-Q61):

NEW QUESTION # 56

A channel manager for email is defining how a specific promotional offer should appear when delivered in an email message. What information is configured within the email "representation" of an offer?

- A. The priority score of the offer compared to other offers.
- B. The collection that the offer belongs to.
- C. The eligibility rules for who can see the offer.
- **D. The specific content, such as the image URL, click-through URL, and text, that will be rendered in the email.**

Answer: D

NEW QUESTION # 57

An email developer is building a data-driven email that must render a list of recommended products for a customer. The product data (name, image URL, price) is available as a 'listString' (an array of objects) on the customer's profile. When the developer tries to use the simple personalization picker to insert the product name, the field is disabled.

Why is this happening and what must be done?

- A. The field is disabled because lists cannot be used for personalization. The data must be flattened into separate attributes first.
- **B. The field is disabled because 'listString' fields can only be used in the advanced expression editor and require a "for each" loop to iterate through the items.**
- C. The field is disabled because the email template does not support list rendering.
- D. The field is disabled because the developer does not have the correct permissions to use list-type fields.

Answer: B

NEW QUESTION # 58

An e-commerce manager for an airline is designing the post-booking communication journey. The journey is triggered by a "FlightBooked" business event. The manager needs to send a confirmation email immediately, and then a "Prepare for your trip" email exactly 72 hours before the flight's departure time, which is included in the "FlightBooked" event payload.

Which combination of activities should be used after the initial event trigger?

- A. Two 'Email' activities, with the second one having a scheduled send time.
- B. A 'Condition' activity to check the departure time, followed by two 'Email' activities.
- C. An immediate 'Email' activity, followed by a 'Wait' activity set to 72 hours.
- **D. An immediate 'Email' activity, followed by a 'Wait' activity configured to wait until the specific date and time calculated from the event's departure time.**

Answer: D

NEW QUESTION # 59

A newly hired marketer is tasked with creating an email for the upcoming "Back to School" campaign. To ensure all communications adhere to the company's brand guidelines, a content administrator has already created a "Back to School Template" that includes the standard header, footer, and brand colors.

What is the best starting point for the new marketer to create this email and ensure brand consistency?

- **A. Use the pre-existing "Back to School Template" that has been designed with the standard brand layout.**
- B. Import an HTML file containing the required layout.
- C. Create a new email from scratch and manually apply the brand styles.
- D. Create a new Campaign and add an email action.

Answer: A

NEW QUESTION # 60

A campaign manager wants to optimize a campaign by testing three different hero images (Treatment A, B, and C) to see which one generates the most clicks. To accurately measure lift, they also want to send the original version to a small portion of the audience as a baseline.

What should the content experiment configuration look like?

- **A. Three treatments (A, B, C) and a hold-out group, with the audience split between all four.**
- B. Two treatments (A, B) and a control group, which will automatically receive a third version.
- C. One experiment for A vs. the original, and a second experiment for B vs. C.
- D. Three treatments (A, B, C) with the audience split evenly between them.

Answer: A

NEW QUESTION # 61

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