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## Adobe Journey Optimizer Business Practitioner Professional Sample Questions (Q47-Q52):

### NEW QUESTION # 47

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 Reaction Event.
- B. A Unitary Event for "Application Approved".
- C. An Audience Qualification event.
- **D. A Business Event.**

**Answer: D**

#### NEW QUESTION # 48

A marketing technologist is integrating a web event stream into a journey. The journey is triggered by a unitary event that uses the ECID as its primary identity. However, a step in the journey must send an email, which requires an email address linked to that ECID in the Identity Map.

When the event is triggered, how does Journey Optimizer find the email address needed for the message?

- A. The technologist must add a "Data Source" lookup activity to manually query the Identity Service.
- B. The journey can only use the identity provided in the triggering event.
- **C. Journey Optimizer automatically uses the Identity Map to look up the email address associated with the triggering ECI**
- D. The journey will fail because the triggering event does not contain an email address.

**Answer: C**

#### NEW QUESTION # 49

A merchandising manager wants to create a group of offers for a "Summer Sale" campaign. The requirement is that any new or existing offer tagged with "summer2025" should automatically be included in this group.

Which type of offer collection should be created to meet this requirement?

- **A. A Dynamic Collection**
- B. A Static Collection
- C. A Personalized Collection
- D. A Manual Collection

**Answer: A**

#### NEW QUESTION # 50

An event marketing coordinator is setting up a journey to send a reminder email for an upcoming webinar. The journey should start exactly 48 hours before the webinar for each registered user. The webinar's specific date and time is stored as a 'webinarDate' attribute on each registrant's profile.

How should the entry and timing of this journey be configured?

- A. Start with an 'Audience Qualification' activity for a segment of "all webinar registrants".
- **B. Start with a 'Read Audience' activity scheduled to run daily, followed by a condition to check if the webinar date is in 2 days.**
- C. Start with a 'Reaction' event that listens for a registration confirmation.
- D. Start with a scheduled 'Read Audience' activity that runs hourly to check for registrants.

**Answer: B**

#### NEW QUESTION # 51

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

**Answer: A**

#### NEW QUESTION # 52

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