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Adobe Journey Optimizer Business Practitioner Professional Sample Questions (Q48-Q53):

NEW QUESTION # 48

A content author is building an email in the Email Designer and needs to insert a personalized offer.

What is the essential prerequisite for an offer from the Offer Library to be available for selection within the email content?

- A. The offer must be tagged with the same tag as the journey.
- **B. The offer must be part of a Decision that uses a Placement compatible with the Email channel.**
- C. The offer must have a "static" collection type.
- D. The offer must have been created in the last 24 hours.

Answer: B

NEW QUESTION # 49

A marketing manager wants to prevent customers from receiving too many messages in a short period. The rule is that no customer

should receive more than one promotional message (email or SMS) per day.

Which two components must be configured to enforce this rule across all promotional campaigns and journeys? (Choose 2.)

- A. A global Frequency Rule defining the 1-message-per-day limit.
- B. A suppression list containing all recently contacted customers.
- C. A 'Condition' activity in each journey to check the last contact time.
- D. A "Promotional" category applied to all relevant messages.
- E. A journey-level property to cap entrances.

Answer: A,D

NEW QUESTION # 50

A data analyst is validating a "High-Value Customers" segment. The segment rule is `totalSpend > 500`, and the `totalSpend` attribute is updated by a batch file that runs every 24 hours. The analyst confirms that a new batch file has been successfully ingested, which should add many new customers to the segment.

However, the segment's total count has not yet increased.

Why is there a delay?

- A. The segment is a batch segment and will only be re-evaluated on its next scheduled run (typically 24 hours).
- B. The journey using the segment needs to be republished to recognize the new members.
- C. The segment needs to be manually refreshed from the segment builder UI.
- D. The data ingestion to the profile service has a 15-minute delay.

Answer: A

NEW QUESTION # 51

A journey starts with an Event activity.

What is a key piece of information that MUST be configured within this activity to link the incoming event to a customer profile?

- A. The journey's start and end dates.
- B. The name of the upstream data source.
- C. The schema that the event payload must adhere to.
- D. A specific Identity Namespace.

Answer: D

NEW QUESTION # 52

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

Answer: B

NEW QUESTION # 53

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