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>> Valid AD0-E607 Exam Objectives <<

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Adobe Journey Optimizer Business Practitioner Professional Sample Questions (Q41-Q46):

NEW QUESTION # 41

An A/B testing specialist is analyzing the results of an email subject line experiment to determine the statistically significant winner. The test included two new versions (Treatment A, B) and a holdout group.

The report shows:

- Treatment A: 22% Open Rate, 95% Confidence
- Treatment B: 25% Open Rate, 98% Confidence
- Holdout: 15% Open Rate

How should the specialist interpret these results for the marketing team?

- A. The experiment is invalid because the holdout group's open rate is too low.
- **B. Treatment B is the winner because it has the highest open rate and a confidence level above 95%.**
- C. Neither treatment is a clear winner, and the test should be run again.
- D. Treatment A should be chosen because its confidence level is exactly 95%.

Answer: B

NEW QUESTION # 42

A content strategist is creating a standardized email header for a new series of marketing campaigns. This header includes the company logo, a dynamic personalized greeting, and navigation links.

To ensure all teams can easily use this header with absolute consistency in future campaigns, how should they create and deploy it?

- A. Rebuild the header from scratch in the email designer for each marketing campaign.
- B. Save the header in an external file and require all users to manually copy and paste the code.
- C. Save a complete email containing the header as a Content Template.
- **D. Create the header as a Content Fragment to be referenced in different emails or templates.**

Answer: D

NEW QUESTION # 43

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. All profiles from the old version are immediately moved to the corresponding activity in 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. Only profiles that were in a 'Wait' activity in the old version are moved to the new version.
- D. The system pauses all profiles in the old version and waits for manual intervention to migrate them.

Answer: B

NEW QUESTION # 44

A business practitioner is creating an email template that will be used by multiple teams. They want to define specific areas of the email (like the main hero image and the body text) that can be edited by users of the template, while locking down other areas (like the header and footer) to maintain brand consistency.

How can this be achieved when creating the content template?

- A. This is not possible; all parts of a template are either editable or locked.
- B. By using the "Lock" and "Unlock" functions on content blocks within the template designer.
- **C. By creating the locked sections as Fragments and the editable sections as standard components.**
- D. By setting user permissions on different sections of the template.

Answer: C

NEW QUESTION # 45

A conversion optimization specialist wants to run a test on a Campaign's hero image. The goal is to test three new images (Treatment A, B, and C) against the original version to see which one generates the most clicks. A small portion of the audience should be reserved as a baseline.

What is the correct way to configure this content experiment?

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

Answer: C

NEW QUESTION # 46

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