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## **Adobe Journey Optimizer Business Practitioner Professional Sample Questions (Q37-Q42):**

### **NEW QUESTION # 37**

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

**Answer: A**

#### **NEW QUESTION # 38**

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

**Answer: D**

#### **NEW QUESTION # 39**

A marketing analyst is setting up an A/B test within a journey to measure the effectiveness of two different promotional paths. 50% of the audience should be directed to Path A, and the other 50% to Path B.

How does the 'Percentage Split' condition activity determine which path a profile takes?

- A. It is a random allocation for each profile that enters the activity.
- B. It requires an upstream audience to be pre-split into two groups.
- C. It is based on the profile's ID, ensuring the same profile always takes the same path.
- D. It alternates, sending the first profile to Path A, the second to Path B, and so on.

**Answer: A**

#### **NEW QUESTION # 40**

A campaign specialist enables test mode for a journey and triggers an event for a test profile. The test profile has the 'testProfile' flag set to 'false'.

What will happen?

- A. The profile will enter the journey, and messages will be sent as normal.
- B. The profile will not enter the journey.
- C. The system will automatically set the 'testProfile' flag to 'true' for this session.
- D. The profile will enter the journey, but no messages will be sent.

**Answer: B**

#### **NEW QUESTION # 41**

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

**Answer: C**

## NEW QUESTION # 42

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