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Adobe Journey Optimizer Business Practitioner Professional Sample Questions (Q57-Q62):

NEW QUESTION # 57

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

Answer: C

NEW QUESTION # 58

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

Answer: D

NEW QUESTION # 59

A business practitioner is reviewing a profile in the Adobe Experience Platform interface. They need to see which audiences the profile is currently a member of.

Which tab within the profile view should they select to find this information?

- A. Audiences
- B. Attributes
- C. Events
- D. Identity Map

Answer: A

NEW QUESTION # 60

A marketing specialist is configuring a welcome email and wants to display a personalized hero banner. They want to test three different banner images (A, B, and C) to determine which one drives the highest click-through rate, while also reserving 10% of the audience as a control group that will not receive any of the new images.

In the Campaign's content configuration, how should they set this up?

- A. In a Content Experiment, set up three treatments (A, B, C) and additionally configure a 10% hold-out group.
- B. Create three separate campaigns, each using a different image.
- C. In a Content Experiment, set up two treatments (A and B) and use the third image (C) as the default content.
- D. Insert a dynamic content block in the email and use a random number function to decide which image to display.

Answer: A

NEW QUESTION # 61

A customer acquisition specialist is creating a "Free Trial" offer. To ensure budget is spent effectively, this offer must only be shown to profiles who have never been a customer before. The 'customerStatus' attribute on the profile identifies existing customers.

Where should this "non-customer only" rule be configured?

- A. In the offer's Placement settings.
- B. In the Collection's properties.
- C. In the offer's Eligibility Rules.
- D. In the Decision's ranking criteria.

Answer: C

NEW QUESTION # 62

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