

# AD0-E607 Exam PDF & AD0-E607 Test Engine Version



A Comprehensive Guide to the  
AD0-E607 Exam: Adobe Experience  
Manager Sites Developer  
Certification

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## Adobe Journey Optimizer Business Practitioner Professional Sample Questions (Q43-Q48):

### NEW QUESTION # 43

A mobile app product manager wants to trigger a journey the moment a user completes the in-app tutorial for the first time. The development team has configured an event to be sent upon completion.

What journey activity must be placed at the very beginning of the journey canvas to listen for this signal?

- A. An Event activity
- B. A Reaction activity
- C. A Read Audience activity
- D. An Audience Qualification activity

**Answer: A**

### NEW QUESTION # 44

An email marketing specialist is personalizing a welcome email and wants to ensure a graceful fallback for profiles that are missing a first name. Instead of "Hello ,", it should say "Hello Valued Customer,.". The profile attribute is 'person.name.firstName'.

How can this be achieved concisely in the Expression Editor?

- A. `fallback(person.name.firstName, "Valued Customer")`
- B. `IF(person.name.firstName, person.name.firstName, "Valued Customer")`
- **C. `person.name.firstName || "Valued Customer"`**
- D. `person.name.firstName ? "Valued Customer"`

**Answer: C**

#### **NEW QUESTION # 45**

A company is ingesting sensitive Personally Identifiable Information (PII), such as a government ID number, into a dataset field. They need to apply a policy that severely restricts how this data can be used for marketing purposes and prevents it from being exported to unsecure third-party destinations.

Which type of data usage label should be applied to this schema field?

- A. An I2 - Identity Label
- B. A C3 - Marketing with Consent Label
- C. A C1 - Contractual Label
- **D. An S1 - Highly Sensitive Data Label**

**Answer: D**

#### **NEW QUESTION # 46**

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

**Answer: B**

#### **NEW QUESTION # 47**

A lead email developer is tasked with creating a reusable, centrally-managed header component. This header needs to be used across dozens of email templates to ensure brand consistency and reduce future development time. The header contains the company logo, navigation links, and some personalization logic.

What is the most efficient way to build and manage this reusable component?

- A. Create the header in one email, then copy and paste the HTML into each new email.
- B. Save the header as a Content Template.
- **C. Create the header as a Fragment.**
- D. Take a screenshot of the header and insert it as an image.

**Answer: C**

#### **NEW QUESTION # 48**

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