

# AD0-E607 Latest Mock Test & Reliable AD0-E607 Practice Questions



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## Adobe Journey Optimizer Business Practitioner Professional Sample Questions (Q17-Q22):

### NEW QUESTION # 17

A newly hired marketer needs to create an email for the upcoming "Back to School" campaign. To ensure all marketing materials adhere to the company's brand guidelines, a content administrator has already created a "Back to School Template" which includes the standard header, footer, and styles.

How should the marketer begin creating their email?

- A. Copy a previous campaign and manually modify the content to fit the "Back to School" theme.
- B. Create a blank email and then import the header and footer images from Assets Essentials.
- C. Ask the content administrator to create a new "Back to School" email specifically for them.
- **D. Find and use the "Back to School Template" from the Content Templates list.**

**Answer: D**

### NEW QUESTION # 18

An e-commerce manager is setting up the company's first real-time "abandoned cart" journey.

The audience for this journey must qualify members the instant they add a product to their cart but do not complete the purchase within 15 minutes.

Which audience evaluation method is required for this time-sensitive use case?

- A. Batch
- B. Scheduled
- C. Edge
- **D. Streaming**

**Answer: D**

### NEW QUESTION # 19

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

**Answer: A**

### NEW QUESTION # 20

A junior marketing associate needs to create a promotional email. A core requirement is that the email must strictly follow the company's brand guidelines, which are embedded in a standard layout including a specific header, footer, and brand colors.

What is the best starting point for the associate to create this new email and ensure brand consistency?

- A. Create a new Campaign and add an email action.
- **B. Use a pre-existing Content Template that has been designed with the standard brand layout.**
- C. Create a new email from scratch and manually apply the brand styles.
- D. Import an HTML file containing the required layout.

**Answer: B**

### NEW QUESTION # 21

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

**Answer: D**

### NEW QUESTION # 22

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