

Adobe AD0-E607 Questions - Get Success In First Attempt (2026)

AD0-E607

QUESTION: 15

In the context of Offer Decisioning, what does A/B testing help in determining?

- Option A : Customer demographics
- Option B : Effectiveness of different offer variations
- Option C : Most popular social media channel
- Option D : Color scheme for campaign banners

Correct Answer: B

Explanation/Reference:

A/B testing in Offer Decisioning helps in determining the effectiveness of different offer variations to optimize engagement and conversions.

QUESTION: 16

Which Adobe tool is commonly used for creating and editing images to be included in authored content?

- Option A : Adobe InDesign
- Option B : Adobe Photoshop
- Option C : Adobe Premiere Pro
- Option D : Adobe Dreamweaver

Correct Answer: B

Explanation/Reference:

Adobe Photoshop is a powerful tool for creating and editing images to be used in content authoring.

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Adobe Journey Optimizer Business Practitioner Professional Sample Questions (Q10-Q15):

NEW QUESTION # 10

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. The system pauses all profiles in the old version and waits for manual intervention to migrate them.
- B. All profiles from the old version are immediately moved to the corresponding activity in the new version.
- C. Only profiles that were in a 'Wait' activity in the old version are moved to the new version.
- **D. Profiles continue their path in the old version until they exit, and only new profiles will enter the new version.**

Answer: D

NEW QUESTION # 11

A marketing automation architect is designing a scalable content system. The architect needs a way to reuse complex personalization logic, such as an 'if/else' statement that checks multiple profile attributes to display a specific greeting.

Which type of fragment should the architect use to create this reusable logic?

- A. Dynamic fragment
- **B. Expression fragment**
- C. Content fragment
- D. Header fragment

Answer: B

NEW QUESTION # 12

A marketing automation expert is building a reusable component that needs to display a different greeting message based on the user's language preference ('profile.person.language').

Which type of fragment is best suited to encapsulate this purely logical decision?

- **A. Expression Fragment**
- B. Dynamic Fragment
- C. Conditional Fragment
- D. Content Fragment

Answer: A

NEW QUESTION # 13

A channel manager for email is defining how a specific promotional offer should appear when delivered in an email message.

What information is configured within the email "representation" of an offer?

- A. The eligibility rules for who can see the offer.
- **B. The specific content, such as the image URL, click-through URL, and text, that will be rendered in the email.**
- C. The collection that the offer belongs to.
- D. The priority score of the offer compared to other offers.

Answer: B

NEW QUESTION # 14

There are two main types of fragments that can be created in Adobe Journey Optimizer. What are they?

- A. Static fragments and Dynamic fragments
- **B. Expression fragments and Content fragments**
- C. Header fragments and Footer fragments
- D. Email fragments and SMS fragments

Answer: B

NEW QUESTION # 15

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