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Adobe Journey Optimizer B2B Business Practitioner Professional

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Question: 1

Ashby Corrugated, a packaging manufacturer, is designing its buying group stage model before taking it Live.
Which rules must the model satisfy? (Choose two.)

A. Exactly one stage is marked as the success stage
B. Exactly one stage is marked as the failure stage
C. At least one stage is marked as an entry-point stage
D. Stages are passed through strictly in their listed order
E. Stages can be removed again once the model is Live

Answer: A,C

Question: 2

Fernhill Biotech Instruments uses a Listen for an event node with a 14-day timeout, and the marketer cleared Set timeout path. Accounts that do not trigger the event within 14 days disappear from the journey. The team wants them to receive a reminder email instead.
What change achieves this?

A. Add an Exit node after the listen node so that timed-out accounts are routed to the reminder
B. Select Set timeout path on the node and put the reminder email on that timeout path
C. Enable Other accounts on the listen node so unmatched accounts carry on
D. Move the reminder email in front of the listen node so every account gets it first

Answer: B

Question: 3

Tessaro Partners, an ERP reseller, tracks buying groups for three solution interests. The Contact Overlap section of the Intelligent dashboard reports 140 contacts.
What does that figure represent?

A. Duplicate person records in Marketo Engage that share a single email address, awaiting a merge
B. Contacts holding two roles inside the same buying group, so that role coverage is counted twice
C. Contacts enrolled in several Live account journeys at once, whose emails are being deduplicated
D. Contacts in more than one buying group, due to multiple solution interests

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Answer: D

Question: 4

Nordwell, an HR technology company, is setting up account lists for its first account journeys.
Which statements about account lists are accurate? (Choose two.)

A. A Live dynamic list can be the target of Add to account list
B. A static list can be published while it is still empty
C. A static list adds and drops accounts by itself as account data changes
D. Accounts appear in a list the moment they match its filters
E. Only a Live account list can be used in a journey

Answer: B,E

Question: 5

During a cleanup, a marketer at Pellham Cyber Defense reviews three account journeys: one Live journey, one published journey scheduled to start next month, and one Draft that was never published.
Which of these can be deleted?

A. The Draft and the scheduled journey, since no account has entered it yet
B. The Draft and the Live journey, since only the pending start locks a journey
C. Only the unpublished Draft, because Live and scheduled journeys cannot be deleted
D. All three, since deleting removes the design but not the history

Answer: C

Question: 6

Veltrica Networks, a telecom equipment maker, reviews a launch email to a newly assembled account audience. The Email performance dashboard shows a deliver rate of 72%, a bounce rate of 28%, an open rate of 30% and a CTOR of 22%. A manager proposes rewriting the body copy and the subject line before the next send.
Which action addresses the problem these figures point to?

A. Rewrite the email body, since a 22% CTOR shows openers are not clicking
B. Rewrite the subject line, since a 30% open rate shows recipients are ignoring the email
C. Mark the email as Operational so that recipients' opt-out lists no longer cut its delivery to the audience
D. Review the quality of the audience's email addresses, since more than a quarter of sends bounced

Answer: D

Question: 7

Hartwell Process Systems sells a flow-analytics product and a predictive-maintenance product, each with its own solution interest, and most target accounts hold a buying group for each. An account journey for the flow-analytics product must hold each account until its Flow Analytics buying group changes stage, and ignore stage changes in the account's other buying group.
How should the marketer configure the wait?

A. Listen for Change in Buying Group Stage with Flow Analytics as its solution interest, because each group belongs to one
B. Listen for Change in Buying Group Stage with no solution interest, then split by account on Account has matched buying group
C. Listen for Change in Account Data Value, since the stage is stored on the account record
D. Listen for Lead Added to Buying Group, which fires when a group's stage moves

Answer: A

Question: 8

A regional manager at Corrafold, a packaging manufacturer, wants a spreadsheet of email metrics covering only the Carton Redesign nurture journey for last quarter, so she can combine it with her sales figures.
Which two steps produce this from the Email performance dashboard? (Choose two.)

A. Filter the dashboard by Solution interest and Region to isolate the journey's accounts
B. Open Account journeys > Overview and use Drill through on the journey's completion band
C. Set the Journey filter to Carton Redesign and the Date range filter to last quarter
D. Ask the AI assistant to compile the quarter's email results from the sandbox data
E. Export the filtered view with View more > Download CSV

Answer: C,E

Question: 9

Covarta Insurance, a commercial insurer, emails its broker contacts. Links currently use Track without token; clicks are recorded, but the pages a broker visits on the website after clicking stay anonymous. The team wants that later browsing tied to the known person.
Which Link Tracking Type should the links use?

A. Track with mkt-tok, which registers Click Email and ties later Munchkin activity to the person

B. Track without token, combined with Enable Lead Tracking in the email settings so later visits are attributed
C. Do not track, so the branding domain cookie identifies the person on the website
D. Track without token, because untokenized links attribute web sessions to the person

Answer: A

Question: 10

An account journey at Quillfield EdTech serves both school districts and universities. At the next step, Champions, and only Champions, should receive an email written for their account's industry; nobody else in the account should receive either email.
Which design works within the rules for splits?

A. A split by people for Champions, with a split by account on Industry nested inside the Champions path
B. A split by account on Industry, with a split by people for Champions inside each industry path
C. A split by people for Champions, with a second split by people on account industry inside the Champions path
D. A split by people for Champions, then a split by account on Industry after Close split paths, holding the emails

Answer: B

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