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# **Adobe AD0-E607**

**Adobe Journey Optimizer Business Practitioner Professional**



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## **Product Version**

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# Latest Version: 6.0

## Question: 1

Which steps are essential when configuring a content experiment?  
(Select two.)

Response:

- A. Defining variations
- B. Assigning audience segments
- C. Analyzing test results
- D. Configuring eligibility rules

**Answer: A,C**

## Question: 2

Which fields can be used for personalization in email content?  
(Select two.)

Response:

- A. First name
- B. Purchase history
- C. Static templates
- D. Predefined layouts

**Answer: A,B**

## Question: 3

What are critical best practices for journey optimization?  
(Select two.)

Response:

- A. Test journeys with sample profiles
- B. Limit real-time triggers to unitary events
- C. Validate journeys only post-launch
- D. Define clear entry and exit criteria

**Answer: A,D**

### Question: 4

A retail brand plans to launch a journey triggered by customer purchase activity. The journey will feature personalized product recommendations. What type of event is best suited for this journey?

Response:

- A. Business Event
- B. Unitary Event
- C. Offer Event
- D. Data Ingestion Event

**Answer: A**

### Question: 5

A retail company is using AEP to segment customers for a holiday campaign. The campaign requires targeting customers who made purchases in the last 30 days. Which audience type should they use?

Response:

- A. Real-time Audience
- B. Sequential Audience
- C. Dynamic Audience
- D. Batch Audience

**Answer: D**

### Question: 6

What are the characteristics of unitary events?

(Select two.)

Response:

- A. Batch Processing
- B. High-Frequency Triggering
- C. Real-Time Execution
- D. Sequential Logic

**Answer: B,C**

### Question: 7

A telecom company is launching a campaign for customers nearing their data limits. Notifications should be sent in real time. Which event type should be used?

Response:

- A. Trigger Event
- B. Business Event
- C. Unitary Event
- D. Data Load Event

**Answer: C**

### Question: 8

When should restricted data labels be applied?

(Select two.)

Response:

- A. For general analytics purposes
- B. For sensitive PII
- C. For marketing metadata
- D. For data requiring additional security

**Answer: B,D**

### Question: 9

Which type of fragment is best suited for standardizing content across multiple campaigns?

Response:

- A. Static Fragment
- B. Dynamic Fragment
- C. Global Fragment
- D. Reusable Fragment

**Answer: D**

### Question: 10

How can practitioners validate a journey before deploying it?

Response:

- A. Reviewing the design in the Journey Dashboard
- B. Using sample profiles in test mode
- C. Configuring the profile attributes manually
- D. Running the journey on a live audience

**Answer: B**

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