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NO.17 What are three features of development sandboxes in the Adobe Experience Platform? (Choose three.)

* Share compute resources for segmentation jobs
* Always provisioned with a matching production sandbox
* Meant for developing and testing experiences
* Share compute resources for data ingestion
* Meant to support up to 10% of licensed profiles
* Used for running production workloads

Explanation

Development sandboxes are meant for developing and testing experiences before deploying them to production. They are also meant to support up to 10% of licensed profiles, which means they can handle a subset of the customer data that is available in production. Development sandboxes are not used for running production workloads, which are handled by production sandboxes. Development sandboxes are not always provisioned with a matching production sandbox, as they can be created on demand by the user. Development sandboxes do not share compute resources for segmentation jobs or data ingestion, as each sandbox has its own dedicated resources.

References:https://experienceleague.adobe.com/docs/journey-optimizer/using/get-started/sandboxes.html?lang=e

NO.18 A marketing manager, working in Adobe Journey Optimizer, has created a Collection of offers called “Fall Coupons”. When the Collection is checked, only 3 of the 4 offers created are included.

What would be the problem?
* When creating the offer, they did not add the Image Placement.
* The required Tag is missing from one of the Offers.
* They did not create a Fallback Offer for their collection.
Explanation

The most likely reason why only 3 of the 4 offers created are included in the Collection is that the required Tag is missing from one of the Offers. A Tag is a label that can be assigned to an offer to categorize it or associate it with a certain theme, topic, or purpose. A Collection is a group of offers that share one or more common Tags. When creating a Collection, the developer can specify which Tags are required for an offer to be included in the Collection. If an offer does not have all the required Tags, it will not be part of the Collection. The other options are not valid or relevant reasons why an offer would not be included in a Collection. Adding an Image Placement or creating a Fallback Offer would not affect the inclusion of an offer in a Collection, as they are not related to Tags or Collections. References:

https://experienceleague.adobe.com/docs/journey-optimizer/using/decision-management/offers.html?lang=en#ta

NO.19 What are two of the mandatory components of a unitary event in Adobe Journey Optimizer? (Choose two.)
* Namespace
* Person-based identity
* Non-person identity
* Event ID condition
Explanation

A unitary event in Adobe Journey Optimizer is a single occurrence of an action or interaction that is relevant for a journey. A unitary event must have a namespace and a person-based identity to be processed by Journey Optimizer. A namespace is a unique identifier that defines the source or type of the event, such as email or web. A person-based identity is a unique identifier that links the event to a customer profile, such as email address or phone number. A non-person identity is an optional identifier that links the event to a device or session, such as cookie ID or IP address. An event ID condition is an optional expression that filters the events based on their attributes, such as subject line or URL.

References:https://experienceleague.adobe.com/docs/journey-optimizer/using/journeys/activities/general-events.

NO.20 In the Experience Platform there are various forms of segmentation (batch, stream/edge).

Which definition best describes how batch segmentation works in the Real-Time Customer Profile?
* Runs every 24hrs over all segment definitions regardless of how data is flowing into the Real-Time Customer Profile.
* Runs every 8hrs over all segment definitions regardless of how data is flowing into the Real-Time Customer Profile.
* Runs every 24hrs on only batch qualified segment definitions regardless of how data is flowing into the Real-Time Customer Profile.
Explanation

Batch segmentation is a form of segmentation that runs every 24 hours on only batch qualified segment definitions regardless of how data is flowing into the Real-Time Customer Profile. A batch qualified segment definition is a segment definition that has the batch qualification option enabled in the segment UI or API.

Batch segmentation is used to create segments based on historical or aggregated data that does not require real-time updates. Batch segmentation does not run every 8 hours or over all segment definitions, as these are not the default settings for batch segmentation.

References:https://experienceleague.adobe.com/docs/experience-platform/segmentation/home.html?lang=en#bat

NO.21 A marketer reports that clicks on the main image in an email are not being tracked. What are two possible reasons for this? (Choose two.)
* The “Open Tracking for email” option is disabled for the email.
* The “Click Tracking for email” option is disabled for the email.
* The Tracking Type on the link is set to “Never”.
* Link tracking is enabled, but the link does not have a Label.
Explanation

Two possible reasons why clicks on the main image in an email are not being tracked are:

* The “Click Tracking for email” option is disabled for the email. This option is a global setting that enables or disables click tracking for all the links in an email. If this option is disabled, none of the links in the email will be tracked, including the main image link. The developer can enable this option in the Email Configuration menu under Tracking Settings.

* The Tracking Type on the link is set to “Never”. This option is a link-specific setting that defines how a link should be tracked in an email. There are three possible values for this option: Always, Never, or Default. If this option is set to Never, the link will not be tracked, regardless of the global setting. The developer can change this option in the Link Properties menu under Tracking Type. The other options are not valid or relevant reasons why clicks on the main image in an email are not being tracked. The

“Open Tracking for email” option is a global setting that enables or disables open tracking for an email, which measures how many times an email is opened by recipients. This option does not affect click tracking for links in an email. Link tracking is enabled by default for all links in an email, unless they are explicitly disabled by the global or link-specific settings. Therefore, having no Label on a link does not prevent it from being tracked. References:

https://experienceleague.adobe.com/docs/journey-optimizer/using/email-channel/configure-email-channel.

https://experienceleague.adobe.com/docs/journey-optimizer/using/email-channel/design-your-email-conten

NO.22 A developer is creating a journey using the condition activity. According to the requirements, if a profile is eligible for multiple conditions then the profile should flow through the “VIP Customer” condition path.

How can this condition activity be configured in the Journey?
* Place “VIP Customer” path on the top.
* Assign “VIP Customer” path a priority of High.
* Place “VIP Customer” path before end activity.
Explanation

To configure the condition activity in the journey so that if a profile is eligible for multiple conditions then the profile should flow through the “VIP Customer” condition path, the developer should place the “VIP Customer” path on the top of the condition activity. The condition activity is an activity that allows the developer to split customers into different paths based on certain criteria or expressions. The condition activity evaluates customers from top to bottom and assigns them to the first path that matches their criteria or expression. If a customer matches multiple paths, they will be assigned to the highest path in the condition activity. Therefore, placing the “VIP Customer” path on the top of the condition activity will ensure that any customer who is eligible for this path will be assigned to it, regardless of their eligibility for other paths. The other options are not valid or optimal ways to configure the condition activity in the journey. Assigning a priority of High to the “VIP

Customer” path or placing it before end activity will not affect how customers are evaluated or assigned by the condition activity, as these are not properties or options that can be set for condition paths.

References:https://experienceleague.adobe.com/docs/journey-optimizer/using/journeys/create-a-journey.html?lan

NO.23 A new marketing program for a company’s new product line is being developed. They are using the “Customer Spend” segment as a way to dynamically change the content in the email message being designed.

When creating the Decision, which will be used in the email message Offer, how would the marketing manager accomplish this in Adobe Journey Optimizer?
* Create the appropriate Placement for the email message. Create both the Personalized and Fallback offers for the specific Collection they wantto use within the email message. Create a new Decision, which would reference this Collection.
* Create the component rules for the email message. Create Decisions for the specific Collection they want to use within the email message. Create a new Offer Priority, which would contain the “Customer Spend” segment
* Create the correct Rules and Tags for the email message. Add the Personalized Offers to the specific Collection they want to use within the email message. Create a new Decision, which would reference this Collection.
Explanation

To render different versions of the email for each of the Gold, Silver, and Bronze Loyalty members when they receive it, the developer should create an Offer Decision, which contains separate offers, based on the customer’s loyalty level. An Offer Decision is a configuration that defines how to select the best offer for a customer from a collection of offers, based on certain rules or criteria. The developer can create separate offers for each loyalty level, such as different images, texts, or discounts, and add them to a collection. Then, the developer can create an Offer Decision that references the collection and uses the loyalty level as a rule to select the appropriate offer for each customer. The developer can then insert the Offer Decision in the email message and use personalization tokens to render the selected offer. The other options are not valid or optimal for this use case. Creating a Landing Page for each Loyalty Tier or enabling a Rule in the Collection would not affect the rendering of the email message, as they are not related to the email content or design. Creating component rules or correct rules and tags for the email message would not allow the developer to create separate offers for each loyalty level, as they are not related to offer decisioning or personalization.

References:

https://experienceleague.adobe.com/docs/journey-optimizer/using/decision-management/offer-decisioning.html?

NO.24 A developer needs to create a Landing Page to send customers to register for a future Webinar. However, when creating the Landing Page in Adobe Journey Optimizer, the “Create Landing Page” button is grayed out.

What would be two reasons for this? (Choose two.)
* The Landing Page subdomains have not been set up.
* The Landing Page presets have not been set up.
* The system admin has not added the PTR record for the Landing Page subdomain.
* Under channel administration, the user should select their own domain first.
Explanation

To create a Landing Page in Adobe Journey Optimizer, the user needs to have at least one Landing Page subdomain set up in the channel administration section. A Landing Page subdomain is a custom domain name that is used to host the Landing Page content and trackits performance. The system admin also needs to add a PTR record for the Landing Page subdomain in the domain hosting solution. A PTR record is a type of DNS record that maps an IP address to a domain name and helps to verify the sender’s identity and prevent spam.

The Landing Page presets are not required to create a Landing Page, but they are optional settings that can be applied to Landing

Pages to save time and ensure consistency. Under channel administration, the user does not need to select their own domain first, as they can choose from the available subdomains or create a new one.

References:https://experienceleague.adobe.com/docs/journey-optimizer/using/landing-page-channel/landing-pag

NO.25 A developer wants to use an audience from an external source in Adobe Journey Optimizer to send a push notification. Which namespace is available in the platform to use an external audience?
* Cross-Device ID
* Non-people Identifier
* Device ID
Explanation

To use an audience from an external source in Adobe Journey Optimizer to send a push notification, the developer can use the Non-people Identifier namespace in the platform to use an external audience. A namespace is a unique identifier that defines the source or type of an identity field, such as email or phone number. A Non-people Identifier is a namespace that defines an identity field that is not linked to a specific person, but rather to a device or session, such as cookie ID or IP address. A Non-people Identifier can be used to match profiles from an external source with profiles in Adobe Experience Platform and target them with push notifications or other actions. Cross-Device ID and Device ID are not namespaces, but types of identity fields that can be used in Adobe Journey Optimizer. A Cross-Device ID is an identity field that stores a cross-device graph identifier that links multiple devices to a single profile. A Device ID is an identity field that stores a device-specific identifier that links a device to a profile.
References:

https://experienceleague.adobe.com/docs/journey-optimizer/using/get-started/data-ingestion.html?lang=en#ident

NO.26 A developer needs to add new customer attributes to be used for a new marketing program to their existing customer schema. What is a possible way to extend the existing schema within the Experience Data Model?
* Add a new field to the schema
* Extend the class with a new field
* Create a new class with the new field
Explanation

To add new customer attributes to an existing customer schema, the developer can simply add a new field to the schema using the Schema Editor UI or the Schema Registry API. A field is a basic unit of data that describes an attribute of an entity, such as name, email, or loyalty level. The developer can specify the field name, data type, description, and other properties for the new field. The developer does not need to extend the class with a new field or create a new class with the new field, as these are not valid or necessary options for this use case. A class is a predefined structure that defines the type and semantics of an entity, such as profile or event. A class cannot be extended with a new field, but it can be mixed with other classes or mixins to add more fields. A new class does not need to be created for adding new customer attributes, as they can be added to the existing customer schema.
References:

https://experienceleague.adobe.com/docs/experience-platform/xdm/tutorials/create-schema-ui.html?lang=enhttps

NO.27 An Adobe Journey Optimizer team member needs to create a new schema.

What are two considerations when choosing an object approach over free-form fields? (Choose two.)
* Objects indirectly help in creating a shorter structure, making it easier to reference the fields while using Adobe Experience Platform Query Service.
* Objects indirectly help in creating a good menu structure in the Segment Builder Ul. The grouped fields within the schema are directly reflected Q in the folder structure provided in the Segment Builder Ul.
* Objects indirectly help increase the visibility of the fields, since they are created directly under the root object of the schema

(jenantld).
* Objects are best used when creating a logical grouping of certain fields.
Explanation

When choosing an object approach over free-form fields to create a schema, the developer should consider two advantages of using objects:

* Objects indirectly help in creating a good menu structure in the Segment Builder UI. The grouped fields within the schema are directly reflected in the folder structure provided in the Segment Builder UI. This makes it easier for the user to find and select the desired fields when creating a segment based on the schema.

* Objects are best used when creating a logical grouping of certain fields. For example, if the developer wants to group fields related to person details, such as name, gender, and age, they can create an object named “Person Details” and add those fields as properties of that object. This makes the schema moreorganized and structured. The other options are not valid or relevant considerations when choosing an object approach over free-form fields. Objects do not indirectly help in creating a shorter structure, making it easier to reference the fields while using Adobe Experience Platform Query Service. In fact, objects may make the structure longer and more complex, as they require dot notation to access their properties. For example, personDetails.name is longer and more complex than name. Objects also do not indirectly help increase the visibility of the fields, since they are created directly under the root object of the schema (tenantId). In fact, objects may make the fields less visible, as they require more navigation to access their properties. For example, personDetails.name is less visible than name. References:

https://experienceleague.adobe.com/docs/experience-platform/xdm/tutorials/create-schema-ui/step4-field-p

https://experienceleague.adobe.com/docs/journey-optimizer/using/segmentation/create-segment.html?lang

NO.28 A marketer wants to send a push message in burst mode to rapidly deliver a notification to millions of customers Which journey configuration is the only one suitable for burst messaging?
* The journey begins by reading in a segment, the message is sent, message engagement is tested, a follow-up message is sent to engaged customers, and the journey ends.
* The journey begins by reading in a segment, the message is sent, and the journey ends.
* The journey begins with a unitary event, a segment is read, the message is sent, and the journey ends.
Explanation

The only journey configuration that is suitable for burst messaging is the one that begins by reading in a segment, the message is sent, and the journey ends. Burst messaging is a feature that allows the developer to send a push message in burst mode to rapidly deliver a notification to millions of customers within minutes.

Burst messaging is designed for simple and urgent use cases that do not require complex logic or personalization. To use burst messaging, the developer must configure the journey as follows:

* The journey must begin by reading in a segment that defines the target audience for the push message.

The segment must be based on an existing profile dataset and must not contain any expressions or conditions.

* The journey must contain only one activity after reading in the segment, which is sending the push message. The push message must be configured with burst mode enabled and must not contain any personalization tokens or offer decisions.

* The journey must end after sending the push message. The journey must not contain any other activities, such as conditions, waits, reactions, or jumps. The other options are not valid or suitable journey configurations for burst messaging, as they do not follow the required steps or include unnecessary steps. Starting the journey with a unitary event, testing message engagement, orsending a

follow-up message are not supported or allowed for burst messaging. References:

https://experienceleague.adobe.com/docs/journey-optimizer/using/push-channel/burst-messaging.html?lan

NO.29 An Adobe Journey Optimizer developer has a business requirement to add the customer loyalty level in the Profile schema. The loyalty level can have specific values (Silver, Gold, Platinum).

How would this field be added?
* Create a new field using the data type Short, check the option Enum, and configure the Enum values.
* Create a new field using the data type String, check the option Enum, and configure the Enum values.
* Create a new field using the data type Enum, and configure the Enum values.

Explanation

To add the customer loyalty level in the Profile schema, the developer should create a new field using the data type Enum. An Enum is a data type that defines a set of possible values for a field, such as Silver, Gold, or Platinum. An Enum can be used to store categorical or discrete values that have a fixed and known range. A Short is not a suitable data type for this field, as it is used to store numerical values that have a small range, such as -32,768 to 32,767. A String is also not a suitable data type for this field, as it is used to store text values that have variable length and format.

References:https://experienceleague.adobe.com/docs/experience-platform/xdm/tutorials/create-schema-ui/step4-f

NO.30 An Adobe Journey Optimizer user uses “Proof as the subject line prefix when sending a proof. What will be the subject line of the proof email when received by the recipient?
* [Proof] Proof Last chance to save 40% in the Sale
* Proof Last chance to save 40% in the Sale
* [Proof] Last chance to save 40% in the Sale

Explanation

The subject line of the proof email when received by the recipient will be [Proof] Last chance to save 40% in the Sale. This is because when sending a proof email, Adobe Journey Optimizer automatically adds [Proof] as a prefix to the original subject line of the email message. This helps distinguish a proof email from a regular email and avoid confusion or spam reports from recipients. The other options are not valid or accurate subject lines of the proof email, as they do not include the [Proof] prefix or they include an extra Proof word.

References:https://experienceleague.adobe.com/docs/journey-optimizer/using/email-channel/design-your-email-c

NO.31 The marketing team of an online sports company wants to understand how soft bounces are impacting their email communications plan.

By default, how does Adobe Journey Optimizer suppress an address based on a single email delivery?
* At the fifth encountered error within the retry time period, the address is suppressed.
* At the third encountered error within the retry time period, the address is suppressed.
* At the fourth encountered error within the retry time period, the address is suppressed.

Explanation

A soft bounce is a temporary delivery failure that occurs when an email cannot be delivered to a recipient’s mailbox due to reasons such as mailbox full, server down, or message size limit. Adobe Journey Optimizer automatically retries to deliver the email after a certain interval until the retry time period expires. By default, the retry time period is 24 hours and the retry interval is 15 minutes. If the email still cannot be delivered after the third encountered error within the retry time period, the address is suppressed and no further attempts are made. The address can be unsuppressed manually or automatically after a certain duration.

References:https://experienceleague.adobe.com/docs/journey-optimizer/using/email-channel/email-delivery-man

NO.32 A developer has published a journey and then realized some modifications are needed. What is the best approach under this circumstance?
* Stop the journey, create a new version, start modifying & testing, and publish the journey.
* Create a new version of the journey, start modifying & testing, and publish the journey.
* Close to new entrances of the journey, duplicate the journey, start modifying & testing, and publish the journey.
Explanation

The best approach under this circumstance is to stop the journey, create a new version, start modifying & testing, and publish the journey. Stopping the journey will prevent new customers from entering the journey and allow existing customers to complete their current path. Creating a new version will allow the developer to make modifications to the journey without affectingthe previous version. Modifying & testing will allow the developer to make changes to the journey design and logic and test them before publishing. Publishing the journey will activate the new version of the journey and make it available for customers to enter. The other options are not valid or optimal approaches under this circumstance. Creating a new version of the journey without stopping the previous version will result in two active versions of the same journey, which may cause confusion or inconsistency. Closing to new entrances of the journey will prevent new customers from entering the journey, but it will not allow the developer to make modifications to the journey. Duplicating the journey will create a copy of the journey, but it will not preserve the history or statistics of the original journey.

References:

https://experienceleague.adobe.com/docs/journey-optimizer/using/journeys/manage-your-journeys.html?lang=en

NO.33 A company’s data analytics team uses a third-party Business Intelligence (Bl) tool connected to the Adobe Experience Platform Query Service. They would like to use this Bl tool to analyze customer interaction data generated by Adobe Journey Optimizer such as email delivery data, open-and-click data, and mobile message delivery data.

After the customer interaction occurs, how soon will the data be available in the Bl tool for analysis?
* It will be available in about 24 hours.
* It will be available in about fifteen minutes.
* It will be available in real-time.
Explanation

Customer interaction data generated by Adobe Journey Optimizer, such as email delivery data, open-and-click data, and mobile message delivery data, will be available in the BI tool for analysis in about fifteen minutes after the customer interaction occurs. This is because the data is ingested into Adobe Experience Platform in near real-time and then processed by the Query Service, which runs queries every fifteen minutes by default.

The data will not be available in real-time or in 24 hours, as these are not the default intervals for the Query Service. References:

https://experienceleague.adobe.com/docs/journey-optimizer/using/get-started/data-ingestion.html?lang=en#custo

NO.34 An email designer is designing an email from scratch. What process would be followed to lay out the email?
* Add Content Components, then add Structure Components
* Add Structure Components, then add Content Components
* Add Structure Components, then add Visibility Components
Explanation

To lay out an email from scratch, the developer should follow these steps:

* Add Structure Components to define the layout and structure of the email, such as rows, columns, or dividers. Structure Components are used to organize and align the email content and design.

* Add Content Components to fill in the content and design of the email, such as images, texts, buttons, or links. Content Components are used to create and customize the email content and design. The other options are not valid or optimal steps to lay out an email from scratch. Adding Content Components before Structure Components would not allow the developer to organize and align the email content and design properly. Adding Visibility Components is not a necessary step to lay out an email from scratch, as they are used to control thevisibility of email content based on certain conditions or criteria.

References:

https://experienceleague.adobe.com/docs/journey-optimizer/using/email-channel/design-your-email-conten

NO.35 An Adobe Journey Optimizer developer wants to copy a Schema created in a development sandbox to production sandbox.
Which feature in AEP can be used to achieve this?
* Export/Import Sandbox API
* Export/Import Schema Package
* Export/Import Schema API
Explanation

To copy a Schema created in a development sandbox to production sandbox, the developer can use the Export/Import Schema Package feature in AEP. This feature allows the developer to export a Schema and its dependencies, such as field groups, data types, and mixins, as a package file that can be imported into another sandbox. The Export/Import Sandbox API is not a valid option, as it is used to export or import an entire sandbox configuration, not a specific Schema. The Export/Import Schema API is also not a valid option, as it is used to export or import a single Schema without its dependencies, which may cause errors or inconsistencies.
References:

https://experienceleague.adobe.com/docs/experience-platform/xdm/tutorials/export-import-schema-package.htm

https://experienceleague.adobe.com/docs/experience-platform/sandbox/api/export-import-sandbox.html?lang=en

NO.36 A company currently uses Adobe Analytics to capture data related to their customers’ on-site behavioral events, such as product views, products added to cart, and browse-abandonment events. The company wants to create journeys based on web behavior with as little latency as possible after the behavioral event occurs.

How would the developer integrate that data into the Real-Time Customer Profile of Adobe Journey Optimizer to meet the requirement?
* Use the HTTP API Source Connector to create a Streaming source connection, mapping the desired data fields of your Analytics Report Suite to O the appropriate attributes in your XDM Schema.
* Use the Generic REST API Source Connector with the Flow Service API.
* Use the Adobe Analytics Source Connector to create a source connection to your Analytics Report Suite.
Explanation

To integrate Adobe Analytics data into the Real-Time Customer Profile of Adobe Journey Optimizer, the developer should use the Adobe Analytics Source Connector to create a source connection to their Analytics Report Suite. A source connection is a configuration that defines how data is ingested from an external system into Adobe Experience Platform. The Adobe Analytics Source Connector is a built-in connector that allows the developer to ingest data from their Analytics Report Suite in near real-time with minimal configuration.

The developer can select the desired data fields and map them to their profile schema. The other options are not valid or optimal for this use case. The HTTP API Source Connector is a generic connector that allows the developer to ingest data from any RESTful API, but it requires more configuration and coding than the Adobe Analytics Source Connector. The Generic REST API Source Connector with the Flow Service API is not a valid option, as the Flow Service API is used to create custom connectors, not source connections. References:

https://experienceleague.adobe.com/docs/experience-platform/sources/connectors/adobe-applications/analytics.h

https://experienceleague.adobe.com/docs/experience-platform/sources/api/http.html?lang=enhttps://experiencele

NO.37 What is the purpose of defining Offer Eligibility within an offer?
* Offer eligibility allows for the creation of audience segments that would be eligible for the offer.
* Offer eligibility allows for the association of an offer to a placement within a message.
* Offer eligibility allows for the restriction of the offer to specific profiles within a segment.
Explanation

The purpose of defining Offer Eligibility within an offer is to restrict the offer to specific profiles within a segment based on certain conditions or criteria. Offer Eligibility is an optional configuration that can be added to an offer to refine its target audience and increase its relevance and effectiveness. For example, if an offer is intended for customers who have spent more than $1000 in the past year, the developer can add an Offer Eligibility condition that checks if the customer’s spend attribute is greater than $1000. The other options are not valid or relevant purposes of defining Offer Eligibility within an offer. Offer Eligibility does not allow for the creation of audience segments, the association of an offer to a placement, or the personalization of an offer.

References:https://experienceleague.adobe.com/docs/journey-optimizer/using/decision-management/offers.html?