Adobe
AD0-E606
Adobe Journey Optimizer Developer Expert

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Question: 1

What is the purpose of the Offer Hub in Adobe Journey Optimizer?
Response:

A. To store all active campaigns
B. To centralize offers for multiple campaigns
C. To automate message delivery
D. To manage API throttling for offers

Answer: B

Question: 2

Which permission is required to create and configure journeys in Adobe Journey Optimizer (AJO)?
Response:

A. Journey Editor
B. Campaign Manager
C. Data Administrator
D. Reporting Analyst

Answer: A

Question: 3

Which Adobe API is commonly used to trigger offer delivery in real time?
Response:

A. Experience Event API
B. Offer Decisioning Edge API
C. Data Export API
D. Campaign Metrics API

Answer: B

Question: 4

What is the recommended action when configuring a multi-step journey targeting customers who abandon their shopping carts?
Response:

A. Enable event-based triggers for cart abandonment.
B. Create a static customer segment.
C. Schedule a batch data upload.
D. Use calculated metrics for customer profiling.

Answer: A

Question: 5

You are tasked with managing a multi-channel marketing campaign, but the campaign execution fails due to rate limits imposed by the API service. What should you do to fix this issue?
Response:

A. Implement throttling limits in the API settings.
B. Create a new sandbox for the campaign.
C. Enable automatic event reprocessing.
D. Use batch scheduling for campaigns.

Answer: A

Question: 6

During testing, your team notices that certain customer journeys are being triggered repeatedly, causing duplicate messages. After reviewing the system logs, you discover that the suppression API was not configured. What should you do?
Response:

A. Configure the suppression API to prevent duplicate messages.
B. Create an exclusion filter in the customer segment.
C. Apply a new data retention policy.
D. Reassign journeys to a different sandbox.

Answer: A

Question: 7

After publishing a mobile app notification campaign, customers report not receiving any notifications. Upon reviewing the campaign configuration, you find that no event triggers were assigned. What action should you take?
Response:

A. Assign relevant event triggers to the campaign.
B. Recreate the campaign with a static audience list.
C. Enable campaign batch processing.
D. Apply notification throttling to all campaigns.

Answer: A

Question: 8

What is the primary purpose of creating sandboxes in Adobe Journey Optimizer?
Response:

A. To back up data regularly
B. To enable multi-environment testing
C. To optimize data ingestion
D. To reduce storage costs

Answer: B

Question: 9

Your multi-channel journey includes email and SMS notifications, but customers only receive emails. Upon investigation, you discover that the SMS delivery service is inactive. What should you do to resolve this issue?
Response:

A. Activate the SMS delivery service.
B. Reprocess the dataset containing SMS contact details.
C. Reassign the journey to another profile schema.
D. Enable real-time data processing for SMS events.

Answer: A

Question: 10

Which feature in Adobe Journey Optimizer helps track the progress of customer journeys in real-time?
Response:

A. Journey Dashboard
B. Real-Time Journey Monitor
C. Journey Insights Panel
D. Campaign Overview Screen

Answer: A

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