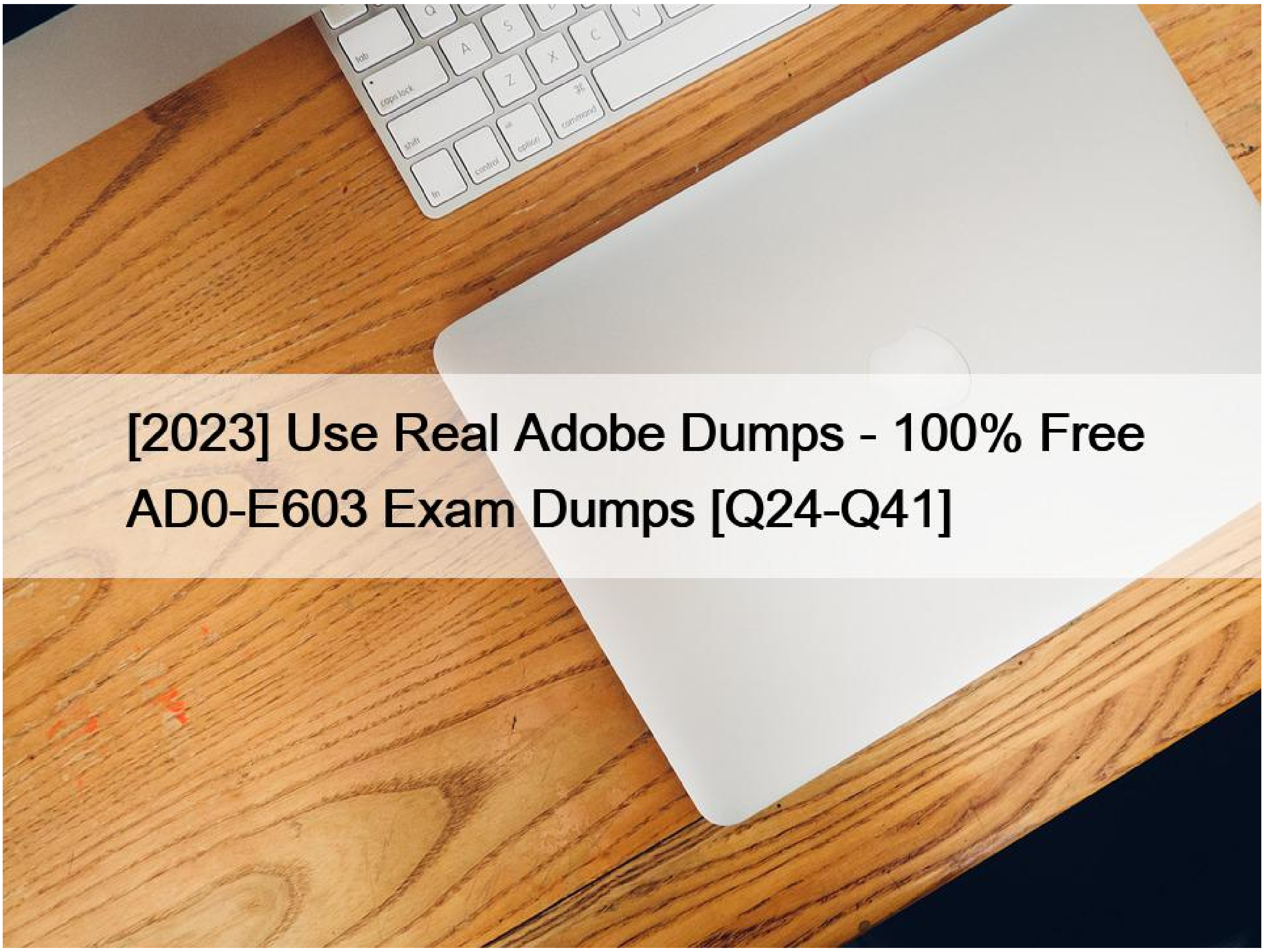
[2023 Use Real Adobe Dumps - 100% Free AD0-E603 Exam Dumps [Q24-Q41



[2023] Use Real Adobe Dumps - 100% Free AD0-E603 Exam Dumps
Realistic AD0-E603 Dumps Latest Adobe Practice Tests Dumps

NEW QUESTION 24

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

NEW QUESTION 25

A developer is responsible for a large geographic region that covers multiple cities. Offers need to be set for each city. How many offers can be requested within a decision scope in an Offer Simulation?
* 30
* 15
* 50
* B
The maximum number of offers that can be requested within a decision scope in an Offer Simulation is

15. An Offer Simulation is a feature that allows the developer to test how an Offer Decision would select offers for different customers or scenarios, without having to publish or activate a journey or campaign. A decision scope is a parameter that defines how many offers should be returned by an Offer Decision for a given request. The decision scope can be set from 1 to 15 in an Offer Simulation, depending on how many offers the developer wants to test or compare. The other options are not valid or possible values for the decision scope in an Offer Simulation.

References:https://experienceleague.adobe.com/docs/journey-optimizer/using/decision-management/simul

NEW QUESTION 26

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

NEW QUESTION 27

An Adobe Journey Optimizer team member wants to make sure their messages are successfully executed, sent, and delivered. Where can the team member monitor how the messages are performing across journeys in real-time?
* From the Reports menu, click the Messages tab.
* From the Journeys menu, click the Executions tab, and filter by Messages.
* From the Messages menu, click the Executions tab.
Explanation

The place where an Adobe Journey Optimizer team member can monitor how messages are performing across journeys in real-time is from the Messages menu, click the Executions tab. The Executions tab is a feature that allows the team member to monitor how messages are performing across journeys in real-time, such as how many messages are executed, sent, delivered, opened, or clicked. The Executions tab shows a list of all messages that have been triggered by journeys that are live or paused. The team member can filter, sort, search, or export the list of messages by various criteria, such as message name, channel, status, date range, or journey name. The team member can also view detailed information about each message execution, such as message content, target audience, delivery statistics, or engagement metrics. The other options are not valid or existing places where an Adobe Journey Optimizer team member can monitor how messages are performing across journeys in real-time.

NEW QUESTION 28

A developer wants to create a segment for customers who visited the home page of a website and then after visiting the category page or the product page, made the purchase in 30 mins.

Which advanced segmentation feature would be chosen for this use case?
* Dynamic segmentation
* Sequential segmentation
* Multi-entity segmentation
Explanation

To create a segment for customers who visited the home page of a website and then after visiting the category page or the product page, made the purchase in 30 mins, the developer should use sequential segmentation.

Sequential segmentation is an advanced segmentation feature that allows the developer to define a sequence of events or actions that customers mustperform within a specified time frame to qualify for the segment. The developer can use the sequential segmentation builder to drag and drop events or actions and set the time constraints for each step. Dynamic segmentation and multi-entity segmentation are not relevant for this use case. Dynamic segmentation is a feature that allows the developer to create segments based on real-time data ingestion and activation. Multi-entity segmentation is a feature that allows the developer to create segments based on multiple entities or data sources, such as profiles, products, or locations.

References:https://experienceleague.adobe.com/docs/journey-optimizer/using/segmentation/advanced-segmentat

NEW QUESTION 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

NEW QUESTION 30

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?

NEW QUESTION 31

The dimensional entity that exists within the Real-Time Customer Profile data store (also sometimes referred to as lookup or classification schemas) is primarily used for what two purposes? (Choose two.)
* It helps simplify the modeling process in XDM by avoiding having to restate common data on either the event or the traits of a profile.
* It allows Journey Optimizer to leverage the data for audience and segment qualification initiated customer journeys.
* It is leveraged during batch segmentation jobs that are run within the Real-Time Customer Profile,
* It ensures that data is optimally stored to deliver real-time experiences and segmentation.
Explanation

A dimensional entity is a type of entity that exists within the Real-Time Customer Profile data store and describes a business entity or concept that is not directly related to a customer, such as product, location, or campaign. A dimensional entity is primarily used for two purposes:

* It helps simplify the modeling process in XDM by avoiding having to restate common data on either the event or the traits of a profile. For example, instead of repeating the product name, price, and description on every product view event, the developer can create a product dimensional entity and reference it by its ID on the event.

* It allows Journey Optimizer to leverage the data for audience and segment qualification initiated customer journeys. For example, the developer can create a segment based on customers who viewed products from a certain category or location, or who interacted with a certain campaign. The other options are not valid or relevant purposes of a dimensional entity. A dimensional entity is not leveraged during batch segmentation jobs that are run within the Real-Time Customer Profile, as these jobs are based on profile data, not dimensional data. A dimensional entity does not ensure that data is optimally stored to deliver real-time experiences and segmentation, as this is a function of the Real-Time Customer Profile data store, not the dimensional entity itself. References:

https://experienceleague.adobe.com/docs/experience-platform/profile/home.html?lang=en#dimensional-en

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

NEW QUESTION 32

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

NEW QUESTION 33

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

NEW QUESTION 34

Adobe Journey Optimizer is being set up at an organization. The business is very concerned about retaining the company’s reputation on their websites. Some of the brands are responsible with their email programs, but others are not.

In order to diversify the risk, what would the developer do?
* Create a new DNS record for each website that the company wants to utilize for sending emails. Once these are set up, check to make sure that the domain hosting solution has generated the correct validation records to ensure it is functioning correctly
* Create a DNS record to match each subdomain used by the company Make sure that the corresponding domain hosting solution has matching API Keys for authentication purposes.
* Create separate subdomains for each website in the organization. For each subdomain, make sure that all the DNS records have beengenerated into their company’s domain hosting solution.
Explanation

To diversify the risk of damaging the company’s reputation on their websites, the developer should create separate subdomains for each website in the organization. For example, if the company’s main domain is example.com, they can create subdomains like newsletter.example.com, promo.example.com, or support.example.com for different websites or purposes. For each subdomain, the developer should make sure that all the DNS records have been generated into their company’s domain hosting solution. DNS records are used to configure the email delivery settings and authenticate the sender’s identity. The developer should create at least four types of DNS records for each subdomain: SPF, DKIM, DMARC, and PTR. Creating a new DNS record for each website is not enough, as it does not specify the type of record or the subdomain.

Creating a DNS record to match each subdomain is also not enough, as it does not specify the type of record or how to generate it. Matching API keys for authentication are not required for email delivery configuration.

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

NEW QUESTION 35

What is the correct definition of a Business Event in the context of how it works with the Real-Time Customer Profile?
* A Business Event is an event that is not linked to a specific profile. It must be defined utilizing an XDM record-based schema and have a related dataset where both are enabled for the Real-Time Customer Profile. It can be used to initiate a Journey of any type.
* A Business Event is an event that is linked to a specific profile. It must be defined utilizing an XDM event-based schema and have a related dataset where both are enabled for the Real-Time Customer Profile. It can be used to initiate a Journey of any type.
* A Business Event is an event that is not linked to a specific profile. It must be defined utilizing an XDM record-based schema and have a related dataset where both are enabled for the Real-Time Customer Profile. It is always followed by a Read Audience activity in a journey.
Explanation

A Business Event is an event that is not linked to a specific profile, but rather to a business entity or occurrence, such as a product launch, a weather change, or a stock price update. A Business Event must be defined using an XDM record-based schema and have a related dataset where both are enabled for the Real-Time Customer Profile. This allows the Business Event to be ingested into Adobe Experience Platform and used for segmentation or journey activation. A Business Event can be used to initiate a Journey of any type, such as batch or streaming.

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

NEW QUESTION 36

A developer is seeing no people entering a live journey with a system generated event. What are two possible causes? (Choose two.)
* The “Allow re-entrance” option is selected.
* A wrong URL is being used.
* Profile attributes are empty.
* The event payload does not contain an event id.
Explanation

Two possible causes why no people are entering a live journey with a system generated event are:

* A wrong URL is being used. A system generated event is an event that is created and sent by an external system or application to Adobe Experience Platform using an API call. The API call must use a specific URL that contains the sandbox name, dataset id, and schema id of the event schema that defines the structure and semantics of the event data. If a wrong URL is used, such as one that contains an incorrect or missing sandbox name, dataset id, or schema id, the API call will fail and the event will not be created or sent to Adobe Experience Platform and Adobe Journey Optimizer.

* The event payload does not contain an event id. An event id is a property that uniquely identifies an event within Adobe Experience Platform and Adobe Journey Optimizer. An event id is required for an event to be processed and ingested by Adobe Experience Platform and to trigger a journey in Adobe Journey Optimizer. If the event payload does not contain an event id, it will be rejected by Adobe Experience Platform and it will not trigger a journey in Adobe Journey Optimizer. The other options are not valid or relevant causes why no people are entering a live journey with a system generated event.

The “Allow re-entrance” option is a journey property that defines whether customers can enter a journey more than once or not. This option does not affect how events are created or sent by external systems or applications. Profile attributes are properties that describe customer characteristics or behaviors, such as name, email, or purchase history. Profile attributes do not affect how events are created or sent by external systems or applications. References:

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

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

NEW QUESTION 37

A developer wants to update a customer profile in the end of the journey. While creating the real time event journey, the developer finds that “Update profile” activity is not available.

What could be the possible reason?
* The “Update Profile” activity was not enabled in configurations.
* The “Update Profile” activity was not enabled in the Journey properties.
* The event used in the journey does not have a namespace.
Explanation

A possible reason why the “Update profile” activity is not available while creating a real time event journey is that the event used in the journey does not have a namespace. A namespace is a property that identifies the source or origin of an event, such as a mobile app, a web page, or a CRM system. A namespace is required for an event to be associated with a profile in Adobe Experience Platform and to enable profile updates in Adobe Journey Optimizer. If an event does not have a namespace, it cannot be linked to a profile and it cannot trigger the “Update profile” activity in a journey. The other options are not valid or relevant reasons why the “Update profile” activity is not available while creating a real time event journey. The “Update Profile” activity isnot an option that can be enabled or disabled in configurations or journey properties, as it is a predefined activity that is available by default for journeys that use events with namespaces. References:

https://experienceleague.adobe.com/docs/journey-optimizer/using/journeys/create-a-journey.html?lang=en#upda

NEW QUESTION 38

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?

NEW QUESTION 39

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

NEW QUESTION 40

What is the correct sequence of steps to send a proof email after clicking the Show preview button in the email designer?
* Find and select a test profile in “Preview”, add a recipient’s email in “Test Profile Selection”, select the test profile, and click rSend proof”.
* Find and select a test profile, add a recipient’s email in “Test Profile Selection”, select the test profile in

“Preview”, and send.
* Find and select a test profile in Test Profile Selection”, click the “Send proof” in “Preview”, add a recipients* email, select the test profile, and send.
Explanation

The correct sequence of steps to send a proof email after clicking the Show preview button in the email designer is:

* Find and select a test profile in Test Profile Selection. A test profile is a sample profile that can be used to preview how an email message would look like for a customer based on their attributes and behaviors.

* Click the “Send proof” button in Preview. This will open a dialog box where the developer can enter the recipient’s email address and other settings for sending a proof email.

* Add a recipient’s email address in the dialog box. This is the email address where the proof email will be sent to. The developer can also add multiple recipients by separating them with commas.

* Select the test profile from the drop-down menu in the dialog box. This is the test profile that will be used to render the email content and design for the proof email.

* Click “Send” to send the proof email to the recipient(s). The other options are not valid or optimal sequences of steps to send a proof email, as they do not follow the correct order or include all the necessary steps. References:

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

NEW QUESTION 41

A developer has created all of the Offers they want to use for their Email Message Journey. They would like to test the Offer Decisions, to make sure that they are rendering correctly for the different segments they are targeting in their Journey.

How would this be accomplished?
* From the Offers – Simulation Menu, select the Placement, add a Test Profile, add a Decision Scope, and then click “View Results”.
* From the Customer – Profiles Menu, select the Rendering Tab. From the list of eligible offers, select

“Run Simulation”. Repeat these steps for each segment.
* Use a test profile in the Journey and trigger a send to a person in each segment.
Explanation

To test the Offer Decisions, to make sure that they are rendering correctly for the different segments they are targeting in their Journey, the developer should follow these steps:

* From the Offers – Simulation Menu, select the Placement that corresponds to the email message where the offers will be inserted.

* Add a Test Profile that matches one of the segments they are targeting in their Journey. A Test Profile is a sample profile that can be used to simulate how an Offer Decision would select an offer for a customer based on their attributes and behaviors.

* Add a Decision Scope that defines how many offers should be returned by the Offer Decision for the Test Profile. The Decision Scope can be set from 1 to 15, depending on how many offers the developer wants to test or compare.

* Click “View Results” to see which offers are selected by the Offer Decision for the Test Profile and how they are ranked by priority or score. The developer can also see which rules or criteria were used to select or filter the offers. The other options are not valid or optimal steps to test the Offer Decisions.

From the Customer – Profiles Menu, there is no Rendering Tab or option to run a simulation. Using a test profile in the Journey and triggering a send to a person in each segment would require more time and effort and may not show the results clearly or accurately. References:

https://experienceleague.adobe.com/docs/journey-optimizer/using/decision-management/simulate-offer-de

AD0-E603 Dumps PDF - AD0-E603 Real Exam Questions Answers: https://www.braindumpsit.com/AD0-E603_real-exam.html]