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Q&A

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Exam : AD0-E606

**Title : Adobe Journey Optimizer
Developer Expert**

Version : DEMO

1.Which personalization method allows dynamic email content customization in Adobe Journey Optimizer?

- A. Custom Data Tags
- B. Profile Attribute Mapping
- C. Personalization Helper Functions
- D. Event Triggered Placeholders

Answer: C

2.A customer journey specialist is creating a segment using real-time data. The requirement is to create a segment to target all users who bought red sneakers in the last three hours.

Which query type should the customer use to create the segment?

- A. Single event with a time window and Streaming segment.
- B. Combination of a single event and an inSegment with a non-profile event.
- C. Business event with a time window and Streaming segment.
- D. Use a rolling time window filter in a Batch segment for real-time updates.

Answer: A

3.Which features ensure seamless customer experience by merging profiles across data sources? (Select two.)

- A. Identity Graph Integration
- B. Profile Stitching Rules
- C. Custom Campaign Metrics
- D. Real-Time Data Binding

Answer: AB

4.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?

- 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

5.What is a key requirement when configuring interactive message execution in Adobe Journey Optimizer?

- A. Real-time data ingestion
- B. Correct event-type schema assignment
- C. Calculated metric activation
- D. Scheduled batch processing

Answer: B