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Exam : **AD0-E603**

Title : Adobe Journey Optimizer
Developer Expert

Vendor : Adobe

Version : DEMO

NO.1 A marketing manager needs to create four separate journeys for an upcoming company campaign. For this campaign, they would like to include offers in the decisions and placements they have created.

Which entity can support duplicate offers?

- A. Placements only
- B. Decisions only
- C. Both decisions and placements

Answer: C

Explanation

Both decisions and placements can support duplicate offers in Adobe Journey Optimizer. A 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. A placement is a configuration that defines where an offer can be displayed in a message or channel, such as email, push notification, or web page. A decision can support duplicate offers by allowing the same offer to be selected for different customers or scenarios, based on different rules or criteria.

For example, a decision can select an offer based on customer loyalty level, location, or purchase history. A placement can support duplicate offers by allowing the same offer to be displayed in different locations or formats within a message or channel. For example, a placement can display an offer as an image, a text, or a button. References:

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

NO.2 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.)

- A. Link tracking is enabled, but the link does not have a Label.
- B. The Tracking Type on the link is set to "Never".
- C. The "Open Tracking for email" option is disabled for the email.
- D. The "Click Tracking for email" option is disabled for the email.

Answer: B,D

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-content>

NO.3 A Marketer wants to develop a journey where the recipients should be targeted in their time zones. How can this journey be configured to fulfill this requirement?

- A. Enable "Select time zone from User profile" in journey properties.
- B. Enable profile time zones in Configurations > Profiles > Time zone.
- C. Enable "Use profile time zone in waits and conditions" in journey properties.

Answer: C

Explanation

To configure a journey where the recipients should be targeted in their time zones, the developer should enable

"Use profile time zone in waits and conditions" in journey properties. This is a journey property that defines whether customers should be evaluated or processed based on their own time zone or based on the default time zone of the journey. If this property is enabled, customers will be targeted in their time zones for any waits or conditions that involve date or time criteria or expressions. For example, if a wait activity is configured to wait until 9 AM, customers will receive the next activity at 9 AM in their own time zone, not in the default time zone of the journey. The other options are not valid or existing ways to configure a journey where the recipients should be targeted in their time zones. There is no option to select time zone from user profile or enable profile time zones in configurations.

References:

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

NO.4 An Adobe Journey Optimizer user is working within the administration section of Adobe Journey Optimizer and wants to create an Email Message Preset.

Which two types of Email Message Presets are available to the user? (Choose two.)

- A. SMS
- B. Transactional
- C. Social
- D. Marketing

Answer: B,D

Explanation

Email Message Presets are predefined settings that apply to email messages created in Adobe Journey Optimizer. There are two types of Email Message Presets available: Marketing and Transactional. Marketing presets are used for promotional or informational emails that are sent to a large audience and require opt-in consent from the recipients. Transactional presets are used for operational or transactional emails that are sent to individual recipients and do not require opt-in consent from the recipients. SMS and Social are not types of Email Message Presets, but types of channels that can be used in Adobe Journey Optimizer.

References:<https://experienceleague.adobe.com/docs/journey-optimizer/using/email-channel/email-message-presets>

NO.5 A developer is in the process of creating a new Email Message, which will render different versions of the email for each of the Gold, Silver, and Bronze Loyalty members when they receive it. How would the developer accomplish this in Adobe Journey Optimizer?

- A.** Create a Landing Page for each Loyalty Tier, including the link to the Landing Page in the Email Message.
- B.** Enable a Rule in the Collection, so that the Loyalty Tier Segment is used in the rendering of the Email Message.
- C.** Create an Offer Decision, which contains separate offers, based upon the customer's loyalty level.

Answer: A

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>