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**Exam** : **AD0-E603**

**Title** : Adobe Journey Optimizer Developer Expert

**Version** : DEMO

1.A developer wants to create a landing page that customers will use to opt in and opt out of a subscription list, and after an update to their subscription, use a journey to send a confirmation message. Which two must configured before creating the landing page? (Choose two.)
A. Landing page preset
B. Error subpage
C. Subscription list
D. Confirmation message journey
**Answer:** C D
**Explanation:**
Two entities that must be configured before creating a landing page that customers will use to opt in and opt out of a subscription list are:
* Subscription list: A subscription list is a configuration that defines a group of customers who have opted in or out of receiving messages from a specific channel, such as email or push notification. The developer must create a subscription list before creating a landing page, as they will need to associate the landing page with the subscription list and use it to update the customer's subscription status.
* Confirmation message journey: A confirmation message journey is a journey that sends a confirmation message to customers who have updated their subscription status on a landing page. The developer must create a confirmation message journey before creating a landing page, as they will need to select it as an option when configuring the landing page settings. The other options are not valid or necessary entities that must be configured before creating a landing page. A landing page preset is an optional configuration that defines a template or layout for creating landing pages, but it is not required to create one before creating a landing page. An error subpage is an optional configuration that defines what content or message should be displayed on a landing page if an error occurs, but it is not required to create one before creating a landing page.
References:
https://experienceleague.adobe.com/docs/journey-optimizer/using/landing-page-channel/create-a-landing-p
https://experienceleague.adobe.com/docs/journey-optimizer/using/landing-page-channel/create-a-subscript
https://experienceleague.adobe.com/docs/journey-optimizer/using/landing-page-channel/create-a-confirma

2.While modelling a schema for a retail organization purchase journey, the following data sources are available:
1. CRM system
2. Purchase data from offline store
3. Website analytics data
What is the correct Schema type to map these data to ingest in Adobe Experience Platform?
A. CRM system -XDM Experience Event Purchase data from offline store -XDM Experience Event Website analytics data -XDM Individual Profile
B. CRM system -XDM Individual Profile
Purchase data from offline store -XDM Individual Profile Website analytics data -XDM Experience Event
C. CRM system -XDM Individual Profile
Purchase data from offline store -XDM Experience Event Website analytics data -XDM Experience Event

**Answer:** C
**Explanation:**
To map the data sources to ingest in Adobe Experience Platform, the developer should use the correct Schema type for each data source. A Schema type defines the structure and semantics of a data set. There are two main Schema types that are relevant for this use case: XDM Individual Profile and XDM Experience Event. XDM Individual Profile is a Schema type that describes a customer entity and their attributes, such as name, email, or loyalty level. XDM Experience Event is a Schema type that describes an interaction or occurrence that involves a customer entity, such as product view, purchase, or browse-abandonment. Therefore, the correct mapping is as follows:
* CRM system -XDM Individual Profile. This is because CRM system data contains customer attributes that can be used to create or update customer profiles in Adobe Experience Platform.
* Purchase data from offline store -XDM Experience Event. This is because purchase data contains interactions that involve customers buying products from an offline store, which can be used to enrich customer profiles or trigger journey activities in Adobe Journey Optimizer.
* Website analytics data -XDM Experience Event. This is because website analytics data contains interactions that involve customers visiting or browsing web pages, which can be used to enrich customer profiles or trigger journey activities in Adobe Journey Optimizer.
References:
https://experienceleague.adobe.com/docs/experience-platform/xdm/home.html?lang=en
https://experienceleague.adobe.com/docs/journey-optimizer/using/get-started/data-ingestion.html?lang=en

3.What are two of the mandatory components of a unitary event in Adobe Journey Optimizer? (Choose two.)
A. Namespace
B. Person-based identity
C. Non-person identity
D. Event ID condition
**Answer:** A B AD
**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.

4.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?

A. 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
B. 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.
C. 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.
**Answer:** C
**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

5.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?
A. Runs every 24hrs over all segment definitions regardless of how data is flowing into the Real-Time Customer Profile.
B. Runs every 8hrs over all segment definitions regardless of how data is flowing into the Real-Time Customer Profile.
C. Runs every 24hrs on only batch qualified segment definitions regardless of how data is flowing into the Real-Time Customer Profile.
**Answer:** C A
**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: ttps://experienceleague.adobe.com/docs/experience-platform/segmentation/home.html?lang=en#bat