

### Adobe Journey Optimizer Developer Training (Expert)

OEM: Adobe • Duration: 5 Days (40 hrs) • Code: AD0-E607

#### COURSE MODULES & TOPICS

#### Campaign and Journey Optimization (48%)

- Given a scenario, identify how to build a Customer Journey
- Given a scenario, determine how to validate a Customer Journey
- Given a scenario about after a Journey is run, identify how to evaluate the Customer Journey
- Given a scenario, identify when to use a unitary event or business event

#### Offer Decisioning (12%)

- Identify how to create a collection of offers
- Identify the stages of offer decisioning
- Identify how to configure an offer
- Given a scenario, identify how to use offer decision activities in content being authored
- Given a scenario, identify when to use offer decisioning or personalization at scale
- Given a scenario, differentiate between static and dynamic offers

#### Content Authoring (20%)

- Identify how to use Asset Essentials
- Given a scenario, identify how to add personalized fields into emails
- Given a scenario, identify the appropriate configuration for the content experiment
- Given a scenario, identify how to interpret content experiment results
- Identify the benefits of using fragments
- Identify the types of fragments
- Identify how to create an email template

#### Foundations of AEP (20%)

- Given a scenario, determine when to use different types of data
- Identify where to review profile attributes and audience membership
- Differentiate between datasets enabled for profile and datasets not enabled for profile
- Identify different types of identities supported in Journey
- Given a scenario, identify when to use a particular audience type
- Given a scenario, identify the right logic to use for sequential audience

- Given a scenario, identify how to troubleshoot a data loading issue
- Given a scenario, identify which data label is appropriate