

Adobe Journey Optimizer Business Practitioner Training (Professional)

OEM: Adobe • Duration: 5 Days (40 hrs) • Code: AD0-E606

COURSE MODULES & TOPICS

Administration and Configuration (20%)

- Identify necessary permissions for various tasks
- Describe sandbox concepts and cross-business unit data usage
- Demonstrate Channel Administration understanding
- Determine appropriate application of Events, Actions, and Data Sources
- Identify when to use AJO-specific APIs (throttling, capping, suppression, object copy, interactive message execution)

Journey Orchestration (22%)

- Target customers on multi-channel/multi-step journeys given scenario parameters
- Interpret reports and debug performance metrics
- Determine appropriate journey type use cases based on scenarios
- Prepare test cases including experimentation and multi-channel journey scenarios

Offer Decisioning (16%)

- Demonstrate creating and managing offers and components
- Use test profiles for offer simulation execution
- Explain distinctions between Offer Hub and Edge API
- Apply decision creation processes
- Apply processes to add offers across different channels

Content Authoring (22%)

- Create email, SMS, in-app messages, and push notifications
- Interpret helper functions and personalization syntax for display prediction
- Demonstrate validation, proof, debug, and publishing journey knowledge

Data Modeling (18%)

- Differentiate between profile and event schema types
- Explain data source and data ingestion setup
- Explain Schema, Datasets, and Union Schema distinctions
- Explain profile and identities concepts

- Determine appropriate segmentation service based on scenarios