

[Nov 06, 2023 Verified AD0-E603 dumps and 53 unique questions [Q17-Q36]



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NEW QUESTION 17

A developer wants to set up a journey to send API calls to a third-party system using a custom action. What are two limitations the developer must be aware of? (Choose two.)

- * Only POST and PUT call methods are supported.
- * Only simple collections can be passed in custom action parameters.
- * Advanced expression editor does not support arrays in action parameters.
- * Only the default ports are allowed when defining a custom action.

Explanation

Custom actions are actions that allow the user to send API calls to a third-party system using a custom action template. Custom actions have some limitations that the developer must be aware of. One limitation is that only simple collections can be passed in custom action parameters. A simple collection is a collection that contains only scalar values, such as strings, numbers, or booleans. A complex collection is a collection that contains other collections or objects, such as arrays or maps. Complex collections are not

supported in custom action parameters. Another limitation is that the advanced expression editor does not support arrays in action parameters. An array is a type of collection that contains multiple values of the same type, such as [1, 2, 3] or

[“a”, “b”, “c”]. Arrays are not supported in the advanced expression editor, which is used to build expressions for custom action parameters. The developer can use lists instead of arrays, which are similar but have different syntax, such as list(1, 2, 3) or list(“a”, “b”, “c”). The other options are not limitations of custom actions. Custom actions support both POST and PUT call methods, as well as GET and DELETE. Custom actions also allow any port to be defined when creating a custom action template. References:

<https://experienceleague.adobe.com/docs/journey-optimizer/using/journeys/activities/custom-actions.html?lang=>

NEW QUESTION 18

A developer is seeing no people entering a live journey with a system generated event. What are two possible causes? (Choose two.)

- * The “Allow re-entrance” option is selected.
- * A wrong URL is being used.
- * Profile attributes are empty.
- * The event payload does not contain an event id.

Explanation

Two possible causes why no people are entering a live journey with a system generated event are:

- * A wrong URL is being used. A system generated event is an event that is created and sent by an external system or application to Adobe Experience Platform using an API call. The API call must use a specific URL that contains the sandbox name, dataset id, and schema id of the event schema that defines the structure and semantics of the event data. If a wrong URL is used, such as one that contains an incorrect or missing sandbox name, dataset id, or schema id, the API call will fail and the event will not be created or sent to Adobe Experience Platform and Adobe Journey Optimizer.
- * The event payload does not contain an event id. An event id is a property that uniquely identifies an event within Adobe Experience Platform and Adobe Journey Optimizer. An event id is required for an event to be processed and ingested by Adobe Experience Platform and to trigger a journey in Adobe Journey Optimizer. If the event payload does not contain an event id, it will be rejected by Adobe Experience Platform and it will not trigger a journey in Adobe Journey Optimizer. The other options are not valid or relevant causes why no people are entering a live journey with a system generated event.

The “Allow re-entrance” option is a journey property that defines whether customers can enter a journey more than once or not. This option does not affect how events are created or sent by external systems or applications. Profile attributes are properties that describe customer characteristics or behaviors, such as name, email, or purchase history. Profile attributes do not affect how events are created or sent by external systems or applications. References:

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

<https://experienceleague.adobe.com/docs/experience-platform/xdm/tutorials/create-event-schema-ui.html>

NEW QUESTION 19

When creating a Push notification, it is desired to permit the customer to opt-out of further notifications. What link type must be included to facilitate an opt-out of Push notifications?

- * External Opt-out/Unsubscription
- * One click Opt-out
- * No link necessary: customer will manage on their device

Explanation

To permit the customer to opt-out of further push notifications, there is no need to include a link type to facilitate an opt-out of push notifications in Adobe Journey Optimizer. The customer can manage their push notification preferences on their device settings, without having to click on a link in a push notification message. The other options are not valid or relevant link types for opting out of push notifications. External Opt-out/Unsubscription and One click Opt-out are link types that can be used to opt out of email messages, not push notifications. References:

<https://experienceleague.adobe.com/docs/journey-optimizer/using/push-channel/create-push-message.html?lang=>

NEW QUESTION 20

A company has a mobile app for its customers that is available both for iOS and Android devices. They are currently using a third-party mobile messaging solution to deliver notifications to all users of the app across platforms. They want to configure a journey in Adobe Journey Optimizer to orchestrate the delivery of these notifications.

What is the most efficient approach to use?

- * Create a new trigger Event.
- * Integrate the AEP Mobile SDK into the app.
- * Create a new custom action.

Explanation

The most efficient approach to use is to create a new custom action. A custom action is a configuration that defines how to send a message or notification to an external system or application using an API call. A custom action can be used to integrate Adobe Journey Optimizer with third-party mobile messaging solutions and to orchestrate the delivery of notifications to customers across platforms. To create a new custom action, the developer must specify the name, description, channel, URL, method, headers, and payload of the API call that will be used to send the notification. The developer can also use personalization tokens or expressions to customize the notification content or design. The other options are not valid or optimal approaches to use.

Creating a new trigger event or integrating the AEP Mobile SDK into the app are not necessary or sufficient steps to configure a journey in Adobe Journey Optimizer to orchestrate the delivery of notifications using a third-party mobile messaging solution.

References:

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

NEW QUESTION 21

A marketer wants to send a push message in burst mode to rapidly deliver a notification to millions of customers Which journey configuration is the only one suitable for burst messaging?

- * The journey begins by reading in a segment, the message is sent, message engagement is tested, a follow-up message is sent to engaged customers, and the journey ends.
- * The journey begins by reading in a segment, the message is sent, and the journey ends.
- * The journey begins with a unitary event, a segment is read, the message is sent, and the journey ends.

Explanation

The only journey configuration that is suitable for burst messaging is the one that begins by reading in a segment, the message is sent, and the journey ends. Burst messaging is a feature that allows the developer to send a push message in burst mode to rapidly deliver a notification to millions of customers within minutes.

Burst messaging is designed for simple and urgent use cases that do not require complex logic or personalization. To use burst

messaging, the developer must configure the journey as follows:

- * The journey must begin by reading in a segment that defines the target audience for the push message.

The segment must be based on an existing profile dataset and must not contain any expressions or conditions.

- * The journey must contain only one activity after reading in the segment, which is sending the push message. The push message must be configured with burst mode enabled and must not contain any personalization tokens or offer decisions.

- * The journey must end after sending the push message. The journey must not contain any other activities, such as conditions, waits, reactions, or jumps. The other options are not valid or suitable journey configurations for burst messaging, as they do not follow the required steps or include unnecessary steps. Starting the journey with a unitary event, testing message engagement, or sending a follow-up message are not supported or allowed for burst messaging. References:

<https://experienceleague.adobe.com/docs/journey-optimizer/using/push-channel/burst-messaging.html?lan>

NEW QUESTION 22

What is the correct sequence of steps to send a proof email after clicking the Show preview button in the email designer?

- * Find and select a test profile in **Preview**, add a recipient's email in **Test Profile Selection**, select the test profile, and click **Send proof**.
- * Find and select a test profile, add a recipient's email in **Test Profile Selection**, select the test profile in **Preview**, and send.
- * Find and select a test profile in **Test Profile Selection**, click the **Send proof** in **Preview**, add a recipient's email, select the test profile, and send.

Explanation

The correct sequence of steps to send a proof email after clicking the Show preview button in the email designer is:

- * Find and select a test profile in **Test Profile Selection**. A test profile is a sample profile that can be used to preview how an email message would look like for a customer based on their attributes and behaviors.
- * Click the **Send proof** button in **Preview**. This will open a dialog box where the developer can enter the recipient's email address and other settings for sending a proof email.
- * Add a recipient's email address in the dialog box. This is the email address where the proof email will be sent to. The developer can also add multiple recipients by separating them with commas.
- * Select the test profile from the drop-down menu in the dialog box. This is the test profile that will be used to render the email content and design for the proof email.
- * Click **Send** to send the proof email to the recipient(s). The other options are not valid or optimal sequences of steps to send a proof email, as they do not follow the correct order or include all the necessary steps. References:

<https://experienceleague.adobe.com/docs/journey-optimizer/using/email-channel/design-your-email-content>

NEW QUESTION 23

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?

- * Create separate subdomains for each website in the organization. For each subdomain, make sure that all the DNS records have been generated into their company's domain hosting solution.
- * 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
- * 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.

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>

NEW QUESTION 24

What is the correct definition of a Business Event in the context of how it works with the Real-Time Customer Profile?

- * A Business Event is an event that is not linked to a specific profile. It must be defined utilizing an XDM record-based schema and have a related dataset where both are enabled for the Real-Time Customer Profile. It can be used to initiate a Journey of any type.
- * A Business Event is an event that is linked to a specific profile. It must be defined utilizing an XDM event-based schema and have a related dataset where both are enabled for the Real-Time Customer Profile. It can be used to initiate a Journey of any type.
- * A Business Event is an event that is not linked to a specific profile. It must be defined utilizing an XDM record-based schema and have a related dataset where both are enabled for the Real-Time Customer Profile. It is always followed by a Read Audience activity in a journey.

Explanation

A Business Event is an event that is not linked to a specific profile, but rather to a business entity or occurrence, such as a product launch, a weather change, or a stock price update. A Business Event must be defined using an XDM record-based schema and have a related dataset where both are enabled for the Real-Time Customer Profile. This allows the Business Event to be ingested into Adobe Experience Platform and used for segmentation or journey activation. A Business Event can be used to initiate a Journey of any type, such as batch or streaming.

References: <https://experienceleague.adobe.com/docs/journey-optimizer/using/journeys/activities/general-events>.

NEW QUESTION 25

A developer is creating a journey using the condition activity. According to the requirements, if a profile is eligible for multiple conditions then the profile should flow through the “VIP Customer” condition path.

How can this condition activity be configured in the Journey?

- * Place `“VIP Customer”` path on the top.
- * Assign `“VIP Customer”` path a priority of High.
- * Place `“VIP Customer”` path before end activity.

Explanation

To configure the condition activity in the journey so that if a profile is eligible for multiple conditions then the profile should flow through the `“VIP Customer”` condition path, the developer should place the `“VIP Customer”` path on the top of the condition activity. The condition activity is an activity that allows the developer to split customers into different paths based on certain criteria or expressions. The condition activity evaluates customers from top to bottom and assigns them to the first path that matches their criteria or expression. If a customer matches multiple paths, they will be assigned to the highest path in the condition activity. Therefore, placing the `“VIP Customer”` path on the top of the condition activity will ensure that any customer who is eligible for this path will be assigned to it, regardless of their eligibility for other paths. The other options are not valid or optimal ways to configure the condition activity in the journey. Assigning a priority of High to the `“VIP Customer”` path or placing it before end activity will not affect how customers are evaluated or assigned by the condition activity, as these are not properties or options that can be set for condition paths.

References:<https://experienceleague.adobe.com/docs/journey-optimizer/using/journeys/create-a-journey.html?lan>

NEW QUESTION 26

A new marketing program for a company's new product line is being developed. They are using the `“Customer Spend”` segment as a way to dynamically change the content in the email message being designed.

When creating the Decision, which will be used in the email message Offer, how would the marketing manager accomplish this in Adobe Journey Optimizer?

- * Create the appropriate Placement for the email message. Create both the Personalized and Fallback offers for the specific Collection they want to use within the email message. Create a new Decision, which would reference this Collection.
- * Create the component rules for the email message. Create Decisions for the specific Collection they want to use within the email message. Create a new Offer Priority, which would contain the `“Customer Spend”` segment
- * Create the correct Rules and Tags for the email message. Add the Personalized Offers to the specific Collection they want to use within the email message. Create a new Decision, which would reference this Collection.

Explanation

To render different versions of the email for each of the Gold, Silver, and Bronze Loyalty members when they receive it, the developer should create an Offer Decision, which contains separate offers, based on the customer's loyalty level. An Offer 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. The developer can create separate offers for each loyalty level, such as different images, texts, or discounts, and add them to a collection. Then, the developer can create an Offer Decision that references the collection and uses the loyalty level as a rule to select the appropriate offer for each customer. The developer can then insert the Offer Decision in the email message and use personalization tokens to render the selected offer. The other options are not valid or optimal for this use case. Creating a Landing Page for each Loyalty Tier or enabling a Rule in the Collection would not affect the rendering of the email message, as they are not related to the email content or design. Creating component rules or correct rules and tags for the email message would not allow the developer to create separate offers for each loyalty level, as they are not related to offer decisioning or personalization.

References:

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

NEW QUESTION 27

A developer needs to use a data source to retrieve data from a third-party system. What is the maximum number of calls per second for external data sources?

- * 10 calls per second
- * 20 calls per second
- * 15 calls per second

Explanation

External data sources are data sources that are hosted outside of Adobe Experience Platform and can be used to retrieve data from a third-party system in real time. The maximum number of calls per second for external data sources is 20, which means that Journey Optimizer can send up to 20 requests per second to an external data source. If the limit is exceeded, the requests will be queued and retried later.

References:<https://experienceleague.adobe.com/docs/journey-optimizer/using/journeys/activities/custom-actions>

NEW QUESTION 28

What are three features of development sandboxes in the Adobe Experience Platform? (Choose three.)

- * Share compute resources for segmentation jobs
- * Always provisioned with a matching production sandbox
- * Meant for developing and testing experiences
- * Share compute resources for data ingestion
- * Meant to support up to 10% of licensed profiles
- * Used for running production workloads

Explanation

Development sandboxes are meant for developing and testing experiences before deploying them to production. They are also meant to support up to 10% of licensed profiles, which means they can handle a subset of the customer data that is available in production. Development sandboxes are not used for running production workloads, which are handled by production sandboxes. Development sandboxes are not always provisioned with a matching production sandbox, as they can be created on demand by the user. Development sandboxes do not share compute resources for segmentation jobs or data ingestion, as each sandbox has its own dedicated resources.

References:<https://experienceleague.adobe.com/docs/journey-optimizer/using/get-started/sandboxes.html?lang=e>

NEW QUESTION 29

An Adobe Journey Optimizer team member needs to create a new schema.

What are two considerations when choosing an object approach over free-form fields? (Choose two.)

- * Objects indirectly help in creating a shorter structure, making it easier to reference the fields while using Adobe Experience Platform Query Service.
- * Objects indirectly help in creating a good menu structure in the Segment Builder UI. The grouped fields within the schema are directly reflected in the folder structure provided in the Segment Builder UI.
- * Objects indirectly help increase the visibility of the fields, since they are created directly under the root object of the schema (jenantId).
- * Objects are best used when creating a logical grouping of certain fields.

Explanation

When choosing an object approach over free-form fields to create a schema, the developer should consider two advantages of using objects:

* Objects indirectly help in creating a good menu structure in the Segment Builder UI. The grouped fields within the schema are directly reflected in the folder structure provided in the Segment Builder UI. This makes it easier for the user to find and select the desired fields when creating a segment based on the schema.

* Objects are best used when creating a logical grouping of certain fields. For example, if the developer wants to group fields related to person details, such as name, gender, and age, they can create an object named `PersonDetails`; and add those fields as properties of that object. This makes the schema more organized and structured. The other options are not valid or relevant considerations when choosing an object approach over free-form fields. Objects do not indirectly help in creating a shorter structure, making it easier to reference the fields while using Adobe Experience Platform Query Service. In fact, objects may make the structure longer and more complex, as they require dot notation to access their properties. For example, `personDetails.name` is longer and more complex than `name`. Objects also do not indirectly help increase the visibility of the fields, since they are created directly under the root object of the schema (`tenantId`). In fact, objects may make the fields less visible, as they require more navigation to access their properties. For example, `personDetails.name` is less visible than `name`. References:

<https://experienceleague.adobe.com/docs/experience-platform/xdm/tutorials/create-schema-ui/step4-field-p>

<https://experienceleague.adobe.com/docs/journey-optimizer/using/segmentation/create-segment.html?lang>

NEW QUESTION 30

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 be configured before creating the landing page? (Choose two.)

- * Landing page preset
- * Error subpage
- * Subscription list
- * Confirmation message journey

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>

NEW QUESTION 31

A marketing manager, working in Adobe Journey Optimizer, has created a Collection of offers called "Fall Coupons". When the Collection is checked, only 3 of the 4 offers created are included.

What would be the problem?

- * When creating the offer, they did not add the Image Placement.
- * The required Tag is missing from one of the Offers.
- * They did not create a Fallback Offer for their collection.

Explanation

The most likely reason why only 3 of the 4 offers created are included in the Collection is that the required Tag is missing from one of the Offers. A Tag is a label that can be assigned to an offer to categorize it or associate it with a certain theme, topic, or purpose. A Collection is a group of offers that share one or more common Tags. When creating a Collection, the developer can specify which Tags are required for an offer to be included in the Collection. If an offer does not have all the required Tags, it will not be part of the Collection. The other options are not valid or relevant reasons why an offer would not be included in a Collection. Adding an Image Placement or creating a Fallback Offer would not affect the inclusion of an offer in a Collection, as they are not related to Tags or Collections. References:

<https://experienceleague.adobe.com/docs/journey-optimizer/using/decision-management/offers.html?lang=en#ta>

NEW QUESTION 32

A developer wants to update a customer profile in the end of the journey. While creating the real time event journey, the developer finds that "Update profile" activity is not available.

What could be the possible reason?

- * The "Update Profile" activity was not enabled in configurations.
- * The "Update Profile" activity was not enabled in the Journey properties.
- * The event used in the journey does not have a namespace.

Explanation

A possible reason why the "Update profile" activity is not available while creating a real time event journey is that the event used in the journey does not have a namespace. A namespace is a property that identifies the source or origin of an event, such as a mobile app, a web page, or a CRM system. A namespace is required for an event to be associated with a profile in Adobe Experience Platform and to enable profile updates in Adobe Journey Optimizer. If an event does not have a namespace, it cannot be linked to a profile and it cannot trigger the "Update profile" activity in a journey. The other options are not valid or relevant reasons why the "Update profile" activity is not available while creating a real time event journey. The "Update Profile" activity is not an option that can be enabled or disabled in configurations or journey properties, as it is a predefined activity that is available by default for journeys that use events with namespaces. References:

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

NEW QUESTION 33

An Adobe Journey Optimizer user uses "Proof" as the subject line prefix when sending a proof. What will be the subject line of the proof email when received by the recipient?

- * [Proof] Proof Last chance to save 40% in the Sale
- * Proof Last chance to save 40% in the Sale
- * [Proof] Last chance to save 40% in the Sale

Explanation

The subject line of the proof email when received by the recipient will be [Proof] Last chance to save 40% in the Sale. This is because when sending a proof email, Adobe Journey Optimizer automatically adds [Proof] as a prefix to the original subject line of the email message. This helps distinguish a proof email from a regular email and avoid confusion or spam reports from recipients. The other options are not valid or accurate subject lines of the proof email, as they do not include the [Proof] prefix or they include an extra Proof word.

References:<https://experienceleague.adobe.com/docs/journey-optimizer/using/email-channel/design-your-email-c>

NEW QUESTION 34

A company currently uses Adobe Analytics to capture data related to their customers' on-site behavioral events, such as product views, products added to cart, and browse-abandonment events. The company wants to create journeys based on web behavior with as little latency as possible after the behavioral event occurs.

How would the developer integrate that data into the Real-Time Customer Profile of Adobe Journey Optimizer to meet the requirement?

- * Use the HTTP API Source Connector to create a Streaming source connection, mapping the desired data fields of your Analytics Report Suite to the appropriate attributes in your XDM Schema.
- * Use the Generic REST API Source Connector with the Flow Service API.
- * Use the Adobe Analytics Source Connector to create a source connection to your Analytics Report Suite.

Explanation

To integrate Adobe Analytics data into the Real-Time Customer Profile of Adobe Journey Optimizer, the developer should use the Adobe Analytics Source Connector to create a source connection to their Analytics Report Suite. A source connection is a configuration that defines how data is ingested from an external system into Adobe Experience Platform. The Adobe Analytics Source Connector is a built-in connector that allows the developer to ingest data from their Analytics Report Suite in near real-time with minimal configuration.

The developer can select the desired data fields and map them to their profile schema. The other options are not valid or optimal for this use case. The HTTP API Source Connector is a generic connector that allows the developer to ingest data from any RESTful API, but it requires more configuration and coding than the Adobe Analytics Source Connector. The Generic REST API Source Connector with the Flow Service API is not a valid option, as the Flow Service API is used to create custom connectors, not source connections. References:

<https://experienceleague.adobe.com/docs/experience-platform/sources/connectors/adobe-applications/analytics.h>

<https://experienceleague.adobe.com/docs/experience-platform/sources/api/http.html?lang=enhttps://experiencele>

NEW QUESTION 35

A developer is responsible for a large geographic region that covers multiple cities. Offers need to be set for each city. How many offers can be requested within a decision scope in an Offer Simulation?

- * 30
- * 15
- * 50

* B

The maximum number of offers that can be requested within a decision scope in an Offer Simulation is

15. An Offer Simulation is a feature that allows the developer to test how an Offer Decision would select offers for different customers or scenarios, without having to publish or activate a journey or campaign. A decision scope is a parameter that defines how many offers should be returned by an Offer Decision for a given request. The decision scope can be set from 1 to 15 in an Offer Simulation, depending on how many offers the developer wants to test or compare. The other options are not valid or possible values for the decision scope in an Offer Simulation.

References:<https://experienceleague.adobe.com/docs/journey-optimizer/using/decision-management/simul>

NEW QUESTION 36

A marketing operator from a financial organization is creating a tax information email to be sent during the summer break and wants to give the customer the option to unsubscribe from future communications.

By default, how will the customer consent data be handled once they unsubscribe from the communication?

- * Consent is handled by the Experience Platform Consent schema.
- * Consent is handled by the Experience Platform Subscription service.
- * Consent is handled by the Experience Platform Opt-out schema.

Explanation

By default, the customer consent data will be handled by the Experience Platform Consent schema once they unsubscribe from the communication. The Experience Platform Consentschema is a predefined schema that defines the structure and semantics of customer consent data, such as consent preferences, consent status, and consent purpose. The Experience Platform Consent schema is used to store and manage customer consent data in Adobe Experience Platform and to integrate with Adobe Journey Optimizer. When a customer unsubscribes from a communication, their consent data will be updated in the Experience Platform Consent schema accordingly. The other options are not valid or relevant entities that handle customer consent data by default.

The Experience Platform Subscription service is a service that enables customers to subscribe or unsubscribe from communications across different channels, such as email or push notification. The Experience Platform Opt-out schema is not a predefined schema or a valid entity in Adobe Experience Platform or Adobe Journey Optimizer. References:

<https://experienceleague.adobe.com/docs/journey-optimizer/using/landing-page-channel/manage-email-opt-out.h>

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