

AD0-E102^{Q&As}

Adobe Experience Manager Business Practitioner

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QUESTION 1

If a client wants to add a Facebook pixel or do analytics tracking, what option do you recommend?

- A. Add a custom script with Adobe Target
- B. Use a tag management toll such as Adobe Launch
- C. Have a developer add it to a page component
- D. Add a cloud configuration

Correct Answer: B

Reference: <https://forums.adobe.com/thread/1775698>

QUESTION 2

You want to create a grouping of all the assets under a specific category that are contained in various location across the DAM.

What is the best way to achieve this?

- A. Use the Dropzone feature
- B. Use static
- C. Use Smart collections
- D. Use static references to folders

Correct Answer: C

Reference: <https://helpx.adobe.com/experience-manager/6-3/assets/using/managing-collections-touchui.html>

QUESTION 3

A client is building out their website using several different content pages web specific components to be used on each page.

What is the recommended system to restrict components on specific templates?

- A. Set ACL permissions
- B. Define components in page properties
- C. Use content policies
- D. Use the Responsive Grid Edit dialog

Correct Answer: C

Reference: <https://forums.adobe.com/thread/2451356>

QUESTION 4

An author would like to display an AI-summarized version of an article. Which method would you recommend to achieve this?

- A. Create a variation of a master content fragment
- B. Modify a component to display a shortened form of the article
- C. Create a variation of an experience fragment
- D. Implement a workflow to generate a summarized version

Correct Answer: A

Reference: <https://helpx.adobe.com/experience-manager/using/content-fragments.html>

QUESTION 5

A client wishes to moderate communication between their customers and their in-house product experts, expecting a very large amount of user-generated data.

How can this be accomplished?

- A. Enable reverse replication
- B. Create a forum and QandA site using AEM Communities
- C. Implement a contact us page using AEM Forms
- D. Conduct an outreach marketing event with Adobe Campaign

Correct Answer: B

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