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QUESTION 1

A customer wants to implement social media pixels directly on AEM templates. What should the Business Practitioner recommend?

A. Use Adobe Hunch

B. Add an Adobe Analytics cloud configuration

C. Add an Adobe Target cloud configuration

D. Use Adobe AEM Contexthub

Correct Answer: C

QUESTION 2

A customer is preparing for holiday sales and needs to update the live site at exactly midnight local time, without any manual intervention. All changes are already done on the author instance.

Which two AEM functicnjlii.es should the Business Practitioner recommend? (Choose two)

A. AEM Translations

B. Manage Publication

C. Quick Publish

D. Launches

E. MuIti-Site-Manage r

Correct Answer: BD

QUESTION 3

The marketing team runs a campaign that starts at midnight The campaign includes multiple updates to the existing pages across the website. The marketing team needs to activate all changes automatically during non-business hours.

What should the Business Practitioner recommend?

A. Run "Request for Activation\\' workflow and specify the campaign start time m the workflow title

B. Set On Time to the campaign start hours in On/Off Time section of page properties

C. Schedule Later Publication via the Manage Publication wizard

Correct Answer: A

QUESTION 4

Which tool should the Business Practitioner recommend to the content team to manage their team, tasks, and relevant resources?

A. Blueprint

B. Projects

C. Workflows

D. Launches

Correct Answer: A

QUESTION 5

A Business Practitioner needs to deactivate content that Is published In production. Where should the deactivation workflow be initiated?

A. On the dispatcher

B. On the author

C. On the CDN

D. On the publish

Correct Answer: B