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QUESTION 1

A customer has been using the AEM ContextHub feature. Cut wants to extend it by adding an additional API. The additional API will be used to allow digital marketers to target banners based on CRM data for the current visit.

What should the Business Practitioner recommend that the customer create?

- A. A ContextHub UI module
- B. A custom session store candidate
- C. A custom persisted store candidate
- D. A custom ISONP store candidate

Correct Answer: A

QUESTION 2

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

QUESTION 3

A customer wants to place tag manager scripts on its pages based on the environment. The three environments are as follows:

Dev Environment QA Environment Production Environment
The Business practitioner needs to recommend a feature so that the scripts are loaded in the correct environment. What should the Business Practitioner recommend the company use?

- A. Host names
- B. Runmodes
- C. Adobe Target
- D. Replication Agent

Correct Answer: B



QUESTION 4

A customer has a business requirement to trigger a specific workflow in author whenever there is a change to a particular type of node in AEM. Which functionality should the Business Practitioner recommend?

- A. Launches
- B. Workflow Launchers
- C. DAM update asset workflow
- D. Activation model workflow

Correct Answer: B

QUESTION 5

A customer wants different teams to collaborate with each other by connecting Adobe Experience Manager (AEM) Assets with Creative Cloud desktop apps: InDesign.

Photoshop and Illustrator.

Which AEM feature can be used for this requirement?

- A. Adobe Asset Link
- B. Asset link sharing
- C. AEM Projects
- D. Dynamic Media

Correct Answer: A

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