

# Practice Exam Questions



## Adobe Target Business Practitioner Expert



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# **Adobe**

## **Exam AD0-E406**

### **Adobe Target Business Practitioner Expert**

**Version: 3.0**

**[ Total Questions: 68 ]**

**Question No : 1**

A marketer has a number of alternative image assets available and they would like to use machine learning to decide the most appropriate image to deliver to each individual visitor, based on real-time behavioral data.

Which activity type should an Adobe Target Business Practitioner recommend using?

- A. Automated Personalization
- B. Experience Targeting
- C. An A/B test using auto-allocate

**Answer: C**

**Question No : 2**

Three weeks after activation of an A/B activity with four experiences (A, B, C, D) using Auto-allocate, it was observed that Experience C is receiving 1 % of traffic. To speed up the process of determining a winner of the test, what is a best practice for an Adobe Target Business Practitioner to follow?

- A. Do nothing. Auto-allocate will do this.
- B. Deactivate the activity and create a new one with only A, B, D experiences.
- C. Switch the test to manual allocation and allocate 0% of traffic to Experience C.

**Answer: B**

**Question No : 3**

The optimization team is planning their next 3-month experimentation roadmap for the homepage. They have the following candidates:

A - 8 weeks to build, another estimated 8 weeks to complete (run), and a projected 20% lift in conversion rate. B - 5 weeks to build, another estimated 7 weeks to complete (run), and a projected 25% lift in conversion rate. C - 5 weeks to build another estimated 3 weeks to complete (run), and a projected 15% lift in conversion rate. D - Requires no development team resource, an estimated 7 weeks to complete (run), and a projected 10% lift in conversion rate.

Providing all the estimations are correct and the development team can only build one test at a time, how should they plan their roadmap?

- A. Run D then C
- B. Run B
- C. Run D then A.

**Answer: A**

**Question No : 4**

An organization is tolling out a customer service chat that is available on the site Mondays through Fridays from 8:00 am to 5:00 pm. A test will be conducted to determine how to optimize the link to the chat.

Which action enables an activity to be recurring every week during chat hours?

- A. Set the time in the Duration section of Goals & Settings.
- B. Create a rule for Time Frame in Audiences.
- C. Set the time in the Page Delivery section in the Configure menu.

**Answer: A**

**Question No : 5**

A home improvement videos website has an advertising-supported revenue model. Videos begin with a sponsor's advertisement. The task is to administer a test on the home page to determine which experiences drive video engagement.

Based on this scenario, what is the most appropriate optimization goal for this test?

- A. Bounce rate
- B. Video views per visit
- C. Site registration rate

**Answer: A**

**Question No : 6**

What is the main purpose of the Preview functionality within the Visual Experience Composer when creating a Multivariate test activity?

- A. To determine if the activity will get enough traffic providing a hypothetical duration,

estimated visitors, and the typical conversion rate

**B.** To visualize the different combinations and decide which ones to include/exclude in the experiment

**C.** To visualize the different combinations and decide whether to use the Full Fractional or Fractional Factorial algorithm for traffic allocation

**Answer: A**

#### Question No : 7

On which channel can Adobe Target Visual Experience Composer (VEC) be used to create experiences?

**A.** Website

**B.** Email

**C.** Internet of Things devices

**Answer: C**

#### Question No : 8

An Multivariate test has been running for a couple of weeks, but there is no data shown in the activity report. Which two steps should be recommended to troubleshoot the issue with the activity? (Choose two.)

**A.** Enable Adobe Analytics for Target to check corresponding activity reports.

**B.** Validate if goals and settings of the activity are set properly.

**C.** Duplicate the activity and delete the first one with an issue.

**D.** Diagnose activity audience qualification using debugging tools.

**Answer: B,D**

#### Question No : 9

A client wants to adjust the counting methodology used in a report.

What are the three counting methodologies available in report settings, for any given report?

**A.** Visitors. Visits. Activity Impressions

- B. Visitors. Visits, Page Views
- C. Visitors. Visits. Hits

**Answer: A**

**Question No : 10**

An A/B test has been running on a page with very high traffic for longer than the estimated duration as previously determined using the Sample Size Calculator. The confidence level is at 96%. However, the lift for the Experience B is very small, at just 0.6%.

What can be concluded for the test?

- A. Experience B is the winner at just 0.6%.
- B. The test needs to be repeated with a different Experience B.
- C. The test needs more time to reach a conclusion.

**Answer: B**

**Question No : 11**

There is a warning message in the Visual Experience Composer (VEC) for an activity which went live two weeks ago. What is the most probable reason for the warning message?

- A. A new plugin was added to website which is not supported by Adobe Target.
- B. The Profile Script is outdated and causing issues in the VEC.
- C. The structure of the page has changed since activity was created.

**Answer: A**

**Question No : 12**

What is one characteristic of strong success metrics?

- A. They must represent the very next step in the conversion funnel so that we can confidently trace cause to effect.
- B. They must be relevant to many use cases across the optimization program.
- C. They must take into account the specific business objectives of each test.

**Answer: A**

**Question No : 13**

A Target Business Practitioner (BP) is creating an Audience in a new installation of Target Standard. The BP wants to include users who entered a site on a specific URL.

Which type of audience rule should the BP use?

- A. Traffic Sources
- B. Site Pages
- C. Target Library

**Answer: C**

**Question No : 14**

A media company would like to create activities that value pages based on page type. The home page is worth ten cents per view and article pages are worth five cents per view.

Which metric should be used in order to track these different values on these pages?

- A. Revenue Per Visitor (RPV)
- B. Average Order Value (AOV)
- C. Custom Scoring

**Answer: A**

**Question No : 15**

A large bank would like to test different Call To Action Buttons on their email. Which composer should they use to execute the test?

- A. Visual Experience Composer
- B. Form-Based Composer
- C. HTML Composer

**Answer: A**