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Vendor:Adobe

Exam Code:AD0-E406

Exam Name:Adobe Target Business Practitioner
Expert

Version:Demo

QUESTION 1

An Adobe Target Business Practitioner (BP) is creating an Audience in Target. Which type of rule allows the BP to include users based on a category affinity?

- A. Network
- B. Visitor Profile
- C. Custom

Correct Answer: C

QUESTION 2

An A/B test has been running for several weeks. Which finding can be used to determine a winner?

- A. A confidence level of 95% has been achieved, and the conditions in the Sample Size Calculator have been met.
- B. There is a positive lift and the test duration has exceeded the expected time in the Sample Size Calculator.
- C. The conversion rate for the test experience is greater than that of the control.

Correct Answer: B

QUESTION 3

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

Correct Answer: C

QUESTION 4

The optimization team has deactivated a test and wants to analyze the results. After navigating to the reporting interface, they notice that they cannot see any data in the report. The team can confirm that the experiences were successfully delivered to users.

What is a likely cause of this problem?

- A. When configuring the activity, the team selected the do not record data setting.
- B. The user does not have Editor access and therefore cannot view reports.

C. The incorrect environment (host group) is selected by default.

Correct Answer: A

QUESTION 5

A company has been using Adobe Analytics for three years to monitor website Key Performance Indicators (KPI) and is now considering using Adobe Target to report on activities. In which two cases should an Adobe Target Business Practitioner suggest utilizing Adobe Analytics as the reporting source for Target activities? (Choose two.)

- A. If the existing Adobe Analytics implementation already collects all the required data
- B. When it is mandatory to have a single source of data
- C. If the main requirement is to be able to collect data in real-time
- D. If an Adobe Target "clicked an element" success metric is required

Correct Answer: AD

QUESTION 6

Which two statements are true when describing Automated Personalization (Choose two.)

- A. Target automatically uses all Adobe Experience Cloud shared audience to build the personalization models.
- B. A visit is eligible for a new experience upon each page view.
- C. The model is always "spending" a small fraction of traffic to continue learning.
- D. The underlying models are re-built every hour using the latest visitor behavior data.

Correct Answer: AD

QUESTION 7

An A/B test was conducted to test different variations of copy on the homepage. During the analysis of the results, it was identified that different copy resonated better with different audiences. Which activity type should an Adobe Target Business Practitioner recommend using to ensure that the most effective copy is displayed to the right audience?

- A. Multivariate Test
- B. Recommendations
- C. Experience Targeting

Correct Answer: C

QUESTION 8

In which scenario should an Adobe Target Business Practitioner recommend using an Adobe Analytics segment for an Adobe Target Activity?

- A. The audience requirement cannot be met using pre-built audiences in Adobe Target.
- B. An audience qualification window of 180 days is required, and it would be impractical to wait this long for a newly-created profile parameter to populate.
- C. Visitor data collected before the Target Activity runs are required for audience targeting.

Correct Answer: A

QUESTION 9

An activity should be exposed to visitors who have viewed at least three products within a single category. There is a profile script that sets user.3pvs for visitors that qualify. How should the Adobe Target Business Practitioner make sure that the profile script is properly qualifying visitors who have viewed at least three products?

- A. Create audience with user.3pvs and a QA query parameter, then attempt to qualify by browsing the site.
- B. Create audience with user.3pvs and a QA query parameter, then attempt to qualify via preview links.
- C. Create audience with QA query parameter, then attempt to qualify by browsing the site.

Correct Answer: B

QUESTION 10

Match the strategic question to the relevant component within a Recommendations activity.

Hot Area:

Who should see these recommendations?

Select	▼
Select	
Audience	
Criteria	
Design	

What items should be recommended?

Select	▼
Select	
Audience	
Criteria	
Design	

How should the recommended items be displayed?

Select	
Audience	
Criteria	
Design	

Correct Answer:

Who should see these recommendations?

Select ▼

Select

Audience

Criteria

Design

What items should be recommended?

Select ▼

Select

Audience

Criteria

Design

How should the recommended items be displayed?

Select

Audience

Criteria

Design

Who should see these recommendations?

Design ▼

What items should be recommended?

Audience ▼

How should the recommended items be displayed?

Criteria ▼

QUESTION 11

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 and Settings.
- B. Create a rule for Time Frame in Audiences.

C. Set the time in the Page Delivery section in the Configure menu.

Correct Answer: A

QUESTION 12

The optimization team decided to test headline variations on a page. The Adobe Target Business Practitioner received snippets the styling properties. How should this task be done in the Visual Experience Composer?

A. Copy the values from the code snippets and paste them into the layout panel.

B. Copy and paste the code snippets into the CSS Editor.

C. Ask the development team to add the code to the CSS of the site.

Correct Answer: A