



AD0-E406^{Q&As}

Adobe Target Business Practitioner Expert

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QUESTION 1

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 2

As part of a large scale marketing campaign, an activity must run for 10 days. It will start at 3:00 am on a specific date and end 10 days later at 3:00 am. What is the easiest way to ensure this activity starts and ends automatically?

- A. Add a Time Frame audience rule.
- B. Schedule a duration and activate.
- C. Trigger an alert and activate.

Correct Answer: B

QUESTION 3

What does Adobe Target optimize towards when running an Automated Personalization activity?

- A. One single metric
- B. The model will determine which goal to optimize
- C. Revenue per visitor

Correct Answer: B

QUESTION 4

A test will run for 40 days with a significance level of 95% and a minimum detectable lift of 2.5%. Which adjustment should be recommended to reduce the test duration?

- A. Increase the minimum detectable lift
- B. Increase the number of Offers.



C. Increase the confidence level.

Correct Answer: A

QUESTION 5

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.

Correct Answer: B

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