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Adobe Target Business Practitioner Expert

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QUESTION 1

In which two channels must Target Form-Based Experience Composer be used? (Choose two.)

- A. Emails
- B. Kiosks
- C. Single-page application
- D. Post login pages

Correct Answer: AC

QUESTION 2

In the time since a new activity was created and the time it was published the structure of the page was changed. Causing the activity to no appear as created. What must be done to fix this issue?

- A. Change the activity type.
- B. Rebuild activity.
- C. Implement the experience changes on-site.

Correct Answer: B

QUESTION 3

When testing an XT Activity with experiences targeted to "\\US Visitors\\", "Canada Visitors\\", and "All Visitors", the following occurs:

The Adobe Target Business Practitioner always qualifies for the "All Visitors\\' Experience but is expecting to see the "US Visitors" Experience.

What might be causing this behavior? (Choose two.)

- A. The Business Practitioner previously qualified for the "All Visitors\\' Experience.
- B. The Business Practitioner\\'s geo location does not match conditions for "\\US Visitors".
- C. "All Visitors\\' n a higher priority Experience.
- D. All Audiences must be mutually exclusive, so this Activity is invalid.

Correct Answer: AC

QUESTION 4



An organization ran a test with Adobe Analytics as a reporting source. The activity design further enhances a very popular filtering feature on their site. When carrying out an early analysis of the results, they noticed that it is not performing as well as expected.

What should they do to determine if this is due to novelty effect?

- A. Find a metric that is impacted positively by the change, and make this the primary metric.
- B. Segment the results by new and returning visitors, and compare their usage.
- C. Alter the traffic distribution to reduce the volume of traffic to the underperforming experience.

Correct Answer: A

QUESTION 5

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

Correct Answer: A

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