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QUESTION 1

A company has been using Adobe Anal/tics for thtee 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 2

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.

Correct Answer: A

QUESTION 3

A marketing team of an online retail company wants to run an A/B test that serves a tailored experience to each visitor, based on their individual customer profile md the behavior of previous visitors with similar profiles. Which traffic allocation option should be suggested for this scenario?

A. Auto-allocate

B. Auto-target

C. Manual allocation and later switch it to Auto-allocate

Correct Answer: B

QUESTION 4

An e-commerce company has important information for customers and will use a pop-up notification to convey this information immediately after a user register. However, there is concern a pop-will be annoying to the customer. Which KPI can be determined if there is a negative impact from the pop-up?

A. Exit rate

B. Clicks on the pop-up

C. Bounce rate

Correct Answer: A

QUESTION 5

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B. The Profile Script is outdated and causing issues in the VEC.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.

Correct Answer: A

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