

AD0-E406^{Q&As}

Adobe Target Business Practitioner Expert

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QUESTION 1

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 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.

Correct Answer: B

QUESTION 3

A product owner at a bank manages six different credit cards.

The product owner wants to run a test that helps users easily compare credit card features to help the user feel more confident to complete an application. The main KPI of the test is application completions.

Which hypothesis matches the request?

- A. Offering an opportunity to easily compare the last three viewed credit cards on a product comparison page by placing a "compare recently-viewed credit cards" link in the hero will increase application completions.
- B. Offering an opportunity to easily compare the features of three credit cards of the user's choice on the product comparison page by placing a "select three cards to compare" link in the hero will increase application completions.
- C. Offering an opportunity to easily compare the three most popular credit cards on a product comparison page by placing a "compare our most popular cards" link in the hero will increase application starts.

Correct Answer: B

QUESTION 4

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.

Correct Answer: A

QUESTION 5

The UX team has proposed testing a format change across all product overview pages.

Which Visual Experience Composer feature enables applying the format change across all of these pages?

- A. Template Rules
- B. Experience Versions
- C. Enhanced Composer

Correct Answer: A

QUESTION 6

Why must primary and secondary success metrics be determined pre-test and not chosen or adjusted after activation? (Choose two.)

- A. so that "Conversion Rate of Alternative" can be estimated pre-test
- B. because it is not possible to change your primary goal after the test has started
- C. so that "days to complete test" can be estimated pre-test
- D. to minimize risk of biased metric selection

Correct Answer: AD

QUESTION 7

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 8

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 and 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 9

It has been identified as part of an A/B test that a conversion should only be valid if the user has clicked on a specific link before converting.

To which page of the Visual Experience Composer three-step guided workflow should an Adobe Target Business Practitioner add this dependency?

- A. Targeting
- B. Experiences
- C. Goals and Settings

Correct Answer: C

QUESTION 10

An airline company wants to deliver different personalized offers for its desktop and mobile phone customers. An Adobe Target Business Practitioner must define target audience for this requirement. Which audience criteria should be recommended for this activity?

- A. Desktop audience rule: "Is Mobile Device = False" Mobile audience rule: "Is Mobile Device = True"
- B. Desktop audience rule: "Is Mobile Device = False" Mobile audience rule: "Is Mobile Phone = True"
- C. Desktop audience rule: "Is Mobile Device = True" Mobile audience rule: "Is Mobile Phone = True"

Correct Answer: A

QUESTION 11

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 Factorial or Fractional Factorial algorithm for traffic allocation

Correct Answer: A

QUESTION 12

When running a test the marketing manager sees that the test has reached a confidence level of 87% and has a 4.2% lift. Excited for the success, the manager wants to stop the test, accept the results, and move on to a new test. What advice should be given to the manager about ending the test at this point?

- A. Let the test run because there is sufficient evidence that there is a difference in conversion.
- B. Let the test run because there is weak evidence that there is a difference in rates.
- C. Stop the test because there is strong evidence that there is a difference in conversion.

Correct Answer: A

QUESTION 13

The product team wants to determine whether a user viewed also viewed or bought also bought. Recommendations logic would drive product views. What is the correct way to test both Recommendations Criteria?

- A. Create a new Recommendations activity, and in the Targeting page change the Control traffic allocation to 50%.
- B. Create a new A/B test activity, and in the Targeting page select the two Criteria.
- C. Create a new Recommendations activity, and in the Experiences page pop-up select the two Criteria.

Correct Answer: A

QUESTION 14

A sporting equipment organization is running an A/B test with the aim of increasing revenue. The activity is testing featuring either Hiking or Mountain Climbing products in the home page hero banner. Click-through rate (CTR) to the product category pages is the only success metric.

In this scenario, what is the problem with using CTR as the only success metric?

- A. The CTR metric is an unreliable indicator of success and should not be used as a primary or secondary success metric.
- B. The CTR metric is not reliable for this activity as it does not account for the impact of seasonality.
- C. The test could produce a statistically significant lift in CTR but does not consider the impact on revenue.

Correct Answer: A

QUESTION 15

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

- A. Website

B. Email

C. Internet of Things devices

Correct Answer: C

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