

## AD0-E708<sup>Q&As</sup>

Adobe Commerce Business Practitioner Expert

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## QUESTION 1

You are helping a merchant design a loyalty program for customer who have placed over \$10,00 worth of orders. The program will automatically give those customers a 10% discount on each future order. The merchant is using Magento

Commerce and would like to avoid customizing Magento.

Which two Magento features do you use to set up this loyalty program?

Choose 2 answers

- A. Customer Groups
- B. Shopping Cart Price Rules
- C. Catalog Price Rules
- D. Customer Segments

Correct Answer: BD

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## QUESTION 2

A Magento Cloud merchant is planning their Black Friday ?Cyber Monday campaigns and wants to see an analysis of last year\\'s campaigns. What are two to use Magento Business Intelligence to deliver this analysis?

- A. Create a report comparing revenue and discount amounts for coupons that were promoted during fast years campaigns.
- B. Use the ROI calculator to input last year\\'s holiday an spend and compare it against net revenue
- C. Do a server performance check to assess impact of holiday traffic spikes on conversion rate
- D. Use the Cohort Report Builder to understand the Lifetime value of holiday-acquired customers vs, other customers

Correct Answer: AC

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## QUESTION 3

A merchant plans to migrate product data from Magento 1 to Magento Commerce. During your analysis of a merchant\\'s existing product data structure, you notice they have created multiple custom product attributes to manage the translation

of color options across their websites.

You recommend utilizing a single custom product attribute to manage their color options

In addition to setting up the attribute, what must be done?

- A. Change the attribute scope to store view so the values can be managed separately for each language.

- B. Add all possible attribute values in each of the languages to the attribute.
- C. Create different attribute sets, one for each language and associate the attribute with its values to each,
- D. Add a default set of attribute values, and add store view specific labels to both the attribute and its values for the other two languages

Correct Answer: D

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**QUESTION 4**

Your client is reviewing a Mobile app your team developed and deployed to the client's Magento Cloud staging environment. They ask you what the next steps are for deploying the work up to production. Using the Magento Cloud UI how do you deploy the module to production?

- A. Select the pre-production environment and use the branch functionality to deploy.
- B. Select the master environment and use the snapshots functionality to deploy.
- C. Select the production environment and use the sync functionality to deploy.
- D. Select the staging environment and use the merge functionality to deploy.

Correct Answer: D

<https://devdocs.magento.com/cloud/project/project-webint-branch.html>

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**QUESTION 5**

You are managing a website which has 50 Magento admin users. To comply with PCI compliance standards, you are tasked with implementing strong access control measures to restrict access to customer information. Which Magento feature will help you accomplish this task?

- A. reCaptcha
- B. Role resources
- C. Action fogs
- D. IP address whitelisting

Correct Answer: C

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**QUESTION 6**

A merchant is running an eCommerce website using native Adobe Commerce and wants to offer a discount with the first purchase. What are the two configurations required to implement this? (Choose two.)

- A. Customer Group needs to be defined.
- B. Customer Segments need to be defined.

- C. Tier Pricing needs to be created.
- D. A cart price rule needs to be created.

Correct Answer: AD

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## QUESTION 7

Your customer has recently experienced a large uptick in traffic and added a second server. After the new server went online users started reporting they are losing all their products in their cart. After an engineer investigates you are told the sessions are being written to the file system while the cache is written to Redis.

Which two options will resolve the problem? Choose 2 answers

- A. Set your cart to use a custom URL
- B. Eliminate the load balancer for HTTPS traffic
- C. sessions to save to the database
- D. Set sessions to save to REDIS

Correct Answer: AD

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## QUESTION 8

A merchant has loaded their tax rates into Magento and assigned all of their taxable products to the correct tax class. They have also configured Magento so all customers, regardless of whether they are logged in, are assigned to a customer tax class. However, no tax is being added to orders.

What must the merchant do to complete their tax configuration?

- A. integrate a GeoIP service so Magento can correctly identify the customer's region.
- B. Edit each individual product to make sure that it is assigned to the right taxable region
- C. Create 3 tax rule associating the rates, customer tax class, and product tax class
- D. Select the correct tax rates within the customer tax class configuration

Correct Answer: D

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## QUESTION 9

You are updating product information in the admin panel of your Magento store. Your updates are missing from the fronted of the site. You have refreshed the browser, checked the updated values in the admin panel several times, reindexed, and flushed the cache and yet the Changes are still missing.

Why are your updates missing?

- A. You made updates at the Global but there is old content at the Store View scope.

- B. You made updates at the Store View Scope but failed to update the Global scope to match.
- C. Update only appear on the fronted when they have been added to a Scheduled Change
- D. Your browser is using cached values and will continue to do so until the cache expires.

Correct Answer: D

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**QUESTION 10**

You are using the Magento B2B module and you are requested to change the catalog type in your Magento store from custom to public.

What are the three results from the change?

Choose 3 answers

- A. Original companies are reassigned to the replacement
- B. All new catalogs are shared
- C. Only guest visitors will see this catalog
- D. The existing public shared catalog will be converted to a custom catalog
- E. This cannot be reverted back to a custom catalog

Correct Answer: ADE

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**QUESTION 11**

You are managing a project to launch a new Magento instance to target customers in the UK Spain and Finance. Customer will access the sites with different top-level domain names, such as oo.uk.es and f. All websites must be localized.

Products will use prices in EUR or GBP depending on the country.

UK uses a local carrier for delivery while Spain and France use a global carrier.

What is the minimum number of combination to configure this project?

- A. One website, there stores, three store views
- B. One website, one store, three store views
- C. Three websites, three stores, three store views
- D. Two website, two stores, three store views

Correct Answer: B

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**QUESTION 12**

A merchant selling tools want a specialized shop for a specific profession. It requires a different category structure and a subnet of products. How do you set up a specialized shop in Magento in addition to the main store?

- A. Create a new store with its own root category and store view within the same. Assign products to the store view
- B. Create a new website, store, and store and keep the same category. Assign the required categories and products to the website.
- C. Create a new store view with its own root category within the main store. Assign products to the new categories tree
- D. Create a new website with one store and its own root category and one store view Assign the required products to the new website.

Correct Answer: C

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**QUESTION 13**

You are setting up a large catalog on Magento Commerce. You have created a category tree arranged with several levels of depth and assigned each product to the categories it directly belong to. You also need the product to display on all ancestors of any category to which the product is assigned. You need a simple solution for this since you expect frequent changes to the catalog structure. What do you do?

- A. Set up Clone Category ID rules with Visual Merchandiser to make each ancestor category copy its decedent categories
- B. Assign each product directly to the correct ancestor categories and update these assignment with future catalog changes
- C. Enable the Anchor flag on each category to automatically include the products from any descendent categories
- D. Modify the Category Permissions configuration to allow all categories access to products in decedent categories

Correct Answer: D

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**QUESTION 14**

A merchant using Magento Commerce has created a customer group for their B2B customers. They would like to show different related products for the B2B customers that for the B2B customers. How does the merchant accomplish this?

- A. Create a B2B customer segment and an associated Related Product rule
- B. Create a shared catalog for B2B customers and assign related products to the catalog
- C. Create a Scheduled Update assigned to the B2B Customer\' group containing related products
- D. Create a Related Product rule for the B2B customer group

Correct Answer: B

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## QUESTION 15

A Magento Open Source merchant sell toys and gift and wants to improve the experience on their website. The merchant wants to avoid extensions or customization. How is this achieved?

- A. Enable the Gift Registry and allow customers to create a public Registry accessible by direct URL
- B. Enable Wishlist functionality so customers can share a list for holidays or special occasions
- C. Create a configuration Gift Card product available for online redemption.
- D. Enable anonymous RMA to allow customer to return gifts without informing the original buyer

Correct Answer: D

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