

AD0-E406^{Q&As}

Adobe Target Business Practitioner Expert

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QUESTION 1

One of the distribution centers for an eCommerce site is down and the marketing team wants to display a message on the homepage to let customers know that shipping will be delayed. What is the best way to create an activity that will target only the affected zip codes?

- A. Create an A/B test, then create a custom audience for the test experience and make a rule in Geo with the list of zip codes.
- B. Create an A/B test, then create a custom audience for the test experience and make a rule in Geo with the list of zip codes. Divert 100% of traffic to the test experience.
- C. Create an XT activity, then create a custom audience and make a rule in Geo with the list of zip codes.

Correct Answer: C

QUESTION 2

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 3

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 4

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 5

Which two options describe the purpose of any secondary success metric? (Choose two.)

- A. Give additional understanding to interpret gains/losses of primary success metric.
- B. These metrics are only used to measure time on site and primary metrics.
- C. These metrics are only used to evaluate which audiences best respond to experiences.

D. Ensure that primary success metric gain is not at the cost of secondary metrics.

Correct Answer: AC

QUESTION 6

When using the traffic estimator in an Multivariate test, which two things can be done if there is not sufficient traffic for the activity? (Choose two.)

- A. Increase the number of combinations of offers and the number of locations.
- B. Increase the duration of the test.
- C. Reduce the number of combinations of offers and the number of locations.
- D. Reduce the duration of the test.

Correct Answer: BC

QUESTION 7

Which option should an Adobe Target Business Practitioner recommend between Adobe Analytics and Adobe Target as the Reporting Source for an Activity?

- A. Analytics is the recommended option, because it achieves one single source of data.
- B. Target is the recommended option, since the reporting data is available within 4 minutes.
- C. The recommended option depends on the specific reporting requirements.

Correct Answer: A

QUESTION 8

After adding styling properties to a headline element using the CSS Editor and saving an experience, the Adobe Target Business Practitioner was asked to edit the styling changes and only keep a modification that was made to change the color.

How can this task be done in the Visual Experience Composer?

- A. Edit the CSS style sheet of the site to add a new class for the headline.
- B. Navigate to the Modifications panel and delete the unrequired Actions.
- C. Select the headline. Edit > Text/HTML and change the text color.

Correct Answer: A

QUESTION 9

Which two pages of the Visual Experience Composer three-step guided workflow allows an Adobe Target Business Practitioner to change the audience targeting of an activity? (Choose two.)

- A. Preferences
- B. Experiences
- C. Targeting
- D. Setup

Correct Answer: BC

QUESTION 10

A client is exploring locations in an Multivariate test (MVT) activity report. Location names are shown as location 1, location 2, location 3. etc, but the client cannot remember what the locations refer to in the MVT activity. What can the client do to resolve this issue?

- A. Edit the activity, and rename each location in the Experiences step.
- B. Edit the activity, and rename each location in the Goals and Settings step.
- C. Rename each location in the MVT activity report.

Correct Answer: C

QUESTION 11

A restaurant chain that Has been running a Recommendation activity to promote sides and add-ons decides to run the same activity on its native mobile app only. Which experience composer should an Adobe Target Business Practitioner use to accomplish the task?

- A. The visual Experience Composer
- B. The Form-based Experience Composer
- C. The SPA Visual Experience Composer

Correct Answer: B

QUESTION 12

When testing Experience B in an A/B Activity with a QA link, the analyst does not see the targeted content for Experience B. What could be the reason?

- A. The Activity is not live, so the QA link does not show content for Experience B, because the Activity is currently being edited.
- B. The "Match Audience Rules to See Experiences" setting is enabled, and the analyst does not qualify for Experience B.

C. The Activity is live, so the QA link does not show content for Experience B, because it would invalidate reporting data.

Correct Answer: A

QUESTION 13

A media site wants to maximize static advertisement profits on the ads that are shown at the top of their article pages. Which metric should they focus on improving?

- A. Bounce Rate
- B. Pages Per Visit
- C. Time Spent Per Visit

Correct Answer: A

QUESTION 14

An A/B test has been running on a page with very high traffic for longer than the estimated duration as previously determined using the Sample Size Calculator. The confidence level is at 96%. However, the lift for the Experience B is very small, at just 0.6%.

What can be concluded for the test?

- A. Experience B is the winner at just 0.6%.
- B. The test needs to be repeated with a different Experience B.
- C. The test needs more time to reach a conclusion.

Correct Answer: B

QUESTION 15

Which two statements are true when describing Automated Personalization (Choose two.)

- A. Target automatically uses all Adobe Experience Cloud shared audience to build the personalization models.
- B. A visit is eligible for a new experience upon each page view.
- C. The model is always spending a small fraction of traffic to continue learning.
- D. The underlying models are re-built every hour using the latest visitor behavior data.

Correct Answer: AD

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