



QUESTION & ANSWER

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Exam : **AD0-E406**

Title : Adobe Target Business
Practitioner Expert

Version : DEMO

1.A marketer has a number of alternative image assets available and they would like to use machine learning to decide the most appropriate image to deliver to each individual visitor, based on real-time behavioral data.

Which activity type should an Adobe Target Business Practitioner recommend using?

- A. Automated Personalization
- B. Experience Targeting
- C. An A/B test using auto-allocate

Answer: C

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.

Answer: B

3.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.

Answer: A

4.An organization is tolling out a customer service chat that is available on the site Mondays through Fridays from 8:00 am to 5:00 pm. A test will be conducted to determine how to optimize the link to the chat.

Which action enables an activity to be recurring every week during chat hours?

- A. Set the time in the Duration section of Goals & Settings.
- B. Create a rule for Time Frame in Audiences.
- C. Set the time in the Page Delivery section in the Configure menu.

Answer: A

5. A home improvement videos website has an advertising-supported revenue model. Videos begin with a sponsor's advertisement. The task is to administer a test on the home page to determine which experiences drive video engagement.

Based on this scenario, what is the most appropriate optimization goal for this test?

- A. Bounce rate
- B. Video views per visit
- C. Site registration rate

Answer: A