



QUESTION & ANSWER

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Exam : **AD5-E809**

Title : Adobe Target Business
Practitioner Renewal

Version : DEMO

1. An Multivariate test has been running for a couple of weeks, but there is no data shown in the activity report.

Which two steps should be recommended to troubleshoot the issue with the activity? (Choose two.)

- A. Enable Adobe Analytics for Target to check corresponding activity reports.
- B. Validate if goals and settings of the activity are set properly.
- C. Duplicate the activity and delete the first one with an issue.
- D. Diagnose activity audience qualification using debugging tools.

Answer: B,D

2. 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.

Answer: C

3. In Adobe Target, at which point does a visitor qualify for an audience In reporting?

- A. It depends on the metrics
- B. Activity Conversion
- C. Activity Entry

Answer: A

4. An Adobe Target Business Practitioner activated a new Experience Targeting activity, which is designed to show different Experiences to two Audiences based on custom profile parameters. After two days of execution, no traffic has been recorded in the reports.

What approach should be used to debug the implementation?

- A. Clear cookies and cache of the browser, navigate to the activity page and use a privacy-tool browser extension to check the execution of the Adobe Target pixel.
- B. Meet the different qualification conditions and use the web browser console, through the Network panel, to check that the custom profile parameter value changes accordingly.
- C. Use the Experience Cloud Debugger to verify that the traffic allocation for the activity is correctly set to 50% for each Experience.

Answer: A

5. An optimization team has decided to incorporate email into their testing strategy and wants to send emails to their list of subscribers. Their desire is to randomly send one of four different emails to users and see which email is the most effective.

How can this request be fulfilled?

- A. Using the Enhanced Email Experience Composer
- B. Using the Form-Based Experience Composer
- C. Using the Visual Experience Composer

Answer: A