



# AD0-E406<sup>Q&As</sup>

Adobe Target Business Practitioner Expert

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### QUESTION 1

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

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### QUESTION 2

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

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### QUESTION 3

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

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#### QUESTION 4

What does Adobe Target optimize towards when running an Automated Personalization activity?

- A. One single metric
- B. The model will determine which goal to optimize
- C. Revenue per visitor

Correct Answer: B

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#### QUESTION 5

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

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