



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

Adobe Target Business Practitioner Expert

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### QUESTION 1

A large bank would like to test different Call To Action Buttons on their email. Which composer should they use to execute the test?

- A. Visual Experience Composer
- B. Form-Based Composer
- C. HTML Composer

Correct Answer: A

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### QUESTION 2

When testing an XT Activity with experiences targeted to "\\US Visitors\\", "Canada Visitors\\", and "All Visitors", the following occurs:

The Adobe Target Business Practitioner always qualifies for the "All Visitors\\' Experience but is expecting to see the "US Visitors" Experience.

What might be causing this behavior? (Choose two.)

- A. The Business Practitioner previously qualified for the "All Visitors\\' Experience.
- B. The Business Practitioner\\'s geo location does not match conditions for "\\US Visitors".
- C. "All Visitors\\' n a higher priority Experience.
- D. All Audiences must be mutually exclusive, so this Activity is invalid.

Correct Answer: AC

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### QUESTION 3

The optimization team decided to test headline variations on a page. The Adobe Target Business Practitioner received snippets the styling properties. How should this task be done in the Visual Experience Composer?

- A. Copy the values from the code snippets and paste them into the layout panel.
- B. Copy and paste the code snippets into the CSS Editor.
- C. Ask the development team to add the code to the CSS of the site.

Correct Answer: A

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### QUESTION 4



An Adobe Target Business Practitioner (BP) is creating an Audience in Target. Which type of rule allows the BP to include users based on a category affinity?

- A. Network
- B. Visitor Profile
- C. Custom

Correct Answer: C

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#### QUESTION 5

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.

Correct Answer: A

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