



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

Adobe Target Business Practitioner Expert

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### QUESTION 1

What is one characteristic of strong success metrics?

- A. They must represent the very next step in the conversion funnel so that we can confidently trace cause to effect.
- B. They must be relevant to many use cases across the optimization program.
- C. They must take into account the specific business objectives of each test.

Correct Answer: A

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### QUESTION 2

A client wants to adjust the counting methodology used in a report.

What are the three counting methodologies available in report settings, for any given report?

- A. Visitors. Visits. Activity Impressions
- B. Visitors. Visits, Page Views
- C. Visitors. Visits. Hits

Correct Answer: A

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### QUESTION 3

A client is viewing an offer level report for an Automated Personalization activity. What does the clock icon indicate before the name of each offer?

- A. The personalization algorithm model requires 24 more hours to complete.
- B. The personalization algorithm model is still building.
- C. The personalization algorithm model has timed out.

Correct Answer: B

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### QUESTION 4

An employee within an organization that does not have access to Adobe Target wants to preview experience using the QA URL before the activity is activated. What is the minimum permission level required to completed this task?

- A. Approver access
- B. Observer access
- C. No access is required



Correct Answer: A

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#### QUESTION 5

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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