



# AD0-E700<sup>Q&As</sup>

Adobe Certified Expert Magento Commerce Business Practitioner

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### QUESTION 1

You decide to purchase an extension from the Magento Marketplace that fulfills a business requirement and has very good ratings.

It is mandatory no security vulnerabilities are introduced by the extension to keep the merchant and the customer data state.

How do you apply due diligence?

- A. Rely on the Magento Marketplace team, because they do a security check before the extension is published
- B. Trust the community engineering team, because they support Magento merchants.
- C. Check the extension vendor, because they have to supply secure extensions
- D. Have your developer review the extension, because issue and could have been missed by other reviewers.

Correct Answer: A

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### QUESTION 2

A merchant using Magento Commerce has created a customer group for their B2B customers. They would like to show different related products for the B2B customers that for the B2B customers.

How does the merchant accomplish this?

- A. Create a B2B customer segment and an associated Related Product rule
- B. Create a shared catalog for B2B customers and assign related products to the catalog
- C. Create a Scheduled Update assigned to the B2B Customer group containing related products
- D. Create a Related Product rule for the B2B customer group

Correct Answer: B

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### QUESTION 3

A merchant selling furniture on their Magento site wants to expand their catalog and begin selling televisions. They want to make the technical specifications for each television model visible in tab on the product page.

What two actions are required?

Choose 2 answers

- A. List the product specifications in the product description
- B. Use the default attribute set and create new attributes as needed
- C. Create a new attribute set for televisions,



D. In the product specification attributes, set Visible on Catalog Pages on Storefront to yes.

Correct Answer: CD

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#### QUESTION 4

A merchant has two websites, one for the US and one for the EU.

The US website is available in English and Spanish and the EU website is available in English, Spanish and German.

Maintaining the Spanish product localizations twice is causing a lot of duplicate work for the merchant.

What do you recommend?

- A. Create a customization that automatically copies all content from the US Spanish store view to the EU Spanish store view scope.
- B. Use Spanish as the default scope localization instead of English.
- C. Use an integration with a product information management system to manage the localizations.
- D. Set up Magento so both websites share the Spanish store view

Correct Answer: C

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#### QUESTION 5

A Magento Cloud merchant is planning their Black Friday / Cyber Monday campaigns and wants to see an analysis of last year's campaigns.

What are two to use Magento Business Intelligence to deliver this analysis?

- A. Create a report comparing revenue and discount amounts for coupons that were promoted during past years campaigns.
- B. Use the ROI calculator to input last year's holiday ad spend and compare it against net revenue
- C. Do a server performance check to assess impact of holiday traffic spikes on conversion rate
- D. Use the Cohort Report Builder to understand the Lifetime value of holiday-acquired customers vs. other customers

Correct Answer: C

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