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Adobe Target Business Practitioner Expert

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**QUESTION 1**

A team wants to run a test on a lead generation form. The test will analyze if reducing the number of form fields from 10 to 6 increases Product A newsletter signups. The KPI is newsletter sign-up form submits. While any lift is considered a win, if the team realizes a 10% or greater lift, they will immediately roll out these changes across all of their newsletter sign-up forms without additional testing.

Their current hypothesis is as follows: If we make it easier for our visitors to complete our Product A newsletter sign-ups by decreasing the number of form fields by 4, we will increase newsletter sign-ups by 10%.

How could this hypothesis be improved?

- A. Be less specific with the result: the main objective of the test is an increase in form completions, not a 10% lift.
- B. Be less specific with the goal: do not list Product A because the team is hoping to implement this for all products.
- C. Be less specific with the change: do not list the decrease in the exact number of form fields.

Correct Answer: A

QUESTION 2

A test will run for 40 days with a significance level of 95% and a minimum detectable lift of 2.5%. Which adjustment should be recommended to reduce the test duration?

- A. Increase the minimum detectable lift
- B. Increase the number of Offers.
- C. Increase the confidence level.

Correct Answer: A

QUESTION 3

An organization is rolling out a customer service chat that is available on the site Mondays through Fridays from 8:00 am to 5:00 pm. A test will be conducted to determine how to optimize the link to the chat.

Which action enables an activity to be recurring every week during chat hours?

- A. Set the time in the Duration section of Goals and Settings.
- B. Create a rule for Time Frame in Audiences.
- C. Set the time in the Page Delivery section in the Configure menu.

Correct Answer: A

**QUESTION 4**

An e-commerce company has important information for customers and will use a pop-up notification to convey this information immediately after a user register. However, there is concern a pop-will be annoying to the customer. Which KPI can be determined if there is a negative impact from the pop-up?

- A. Exit rate
- B. Clicks on the pop-up
- C. Bounce rate

Correct Answer: A

QUESTION 5

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.

Correct Answer: C

QUESTION 6

A company has been using Adobe Analytics for three years to monitor website Key Performance Indicators (KPI) and is now considering using Adobe Target to report on activities. In which two cases should an Adobe Target Business Practitioner suggest utilizing Adobe Analytics as the reporting source for Target activities? (Choose two.)

- A. If the existing Adobe Analytics implementation already collects all the required data
- B. When it is mandatory to have a single source of data
- C. If the main requirement is to be able to collect data in real-time
- D. If an Adobe Target "clicked an element" success metric is required

Correct Answer: AD

QUESTION 7

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

QUESTION 8

An airline company wants to deliver different personalized offers for its desktop and mobile phone customers. An Adobe Target Business Practitioner must define target audience for this requirement. Which audience criteria should be recommended for this activity?

- A. Desktop audience rule: "Is Mobile Device = False" Mobile audience rule: "Is Mobile Device = True"
- B. Desktop audience rule: "Is Mobile Device = False" Mobile audience rule: "Is Mobile Phone = True\\\\"'
- C. Desktop audience rule: "Is Mobile Device = True" Mobile audience rule: "Is Mobile Phone - True"

Correct Answer: A

QUESTION 9

When running a test the marketing manager sees that the test has reached a confidence level of 87% and has a 4.2% lift Excited for the success. The manager wants to stop the test accept the results, and move on to a new test. What advice should be given to the manage! about ending the test at this point?

- A. Let the test run because there is sufficient evidence that there is a difference in conversion
- B. Let the test run because there is weak evidence that there is a difference rates.
- C. Stop the test because there is a strong evidence that there is a difference m conversion

Correct Answer: A

QUESTION 10

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

Correct Answer: A

QUESTION 11



Which two statements are true when describing Automated Personalization (Choose two.)

- A. Target automatically uses all Adobe Experience Cloud shared audience to build the personalization models.
- B. A visit is eligible for a new experience upon each page view.
- C. The model is always spending a small fraction of traffic to continue learning.
- D. The underlying models are re-built every hour using the latest visitor behavior data.

Correct Answer: AD

QUESTION 12

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

QUESTION 13

The optimization team is planning their next 3-month experimentation roadmap for the homepage. They have the following candidates:

A - 8 weeks to build, another estimated 4 weeks to complete (run), and a projected 20% lift in conversion rate. B - 5 weeks to build, another estimated 7 weeks to complete (run), and a projected 25% lift in conversion rate. C - 5 weeks to build

another estimated 3 weeks to complete (run), and a projected 15% lift in conversion rate. D - Requires no development team resource, an estimated 7 weeks to complete (run), and a projected 10% lift in conversion rate.

Providing all the estimations are correct and the development team can only build one test at a time, how should they plan their roadmap?

- A. Run D then C
- B. Run B
- C. Run D then A.

Correct Answer: A



QUESTION 14

When using the traffic estimator in an Multivariate test, which two things can be done if there is not sufficient traffic for the activity? (Choose two.)

- A. Increase the number of combinations of offers and the number of locations.
- B. Increase the duration of the test.
- C. Reduce the number of combinations of offers and the number of locations.
- D. Reduce the duration of the test.

Correct Answer: BC

QUESTION 15

A media company would like to create activities that value pages based on page type. The home page is worth ten cents per view and article pages are worth five cents per view. Which metric should be used in order to track these different values on these pages?

- A. Revenue Per Visitor (RPV)
- B. Average Order Value (AOV)
- C. Custom Scoring

Correct Answer: A

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