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Q&A

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Exam : AD0-E406

Title : Adobe Target Business Practitioner Expert

Version : DEMO

1.A marketer has a number of alternative image assets available and they would like to use machine learning to decide the most appropriate image to deliver to each individual visitor, based on real-time behavioral data.
Which activity type should an Adobe Target Business Practitioner recommend using?
A. Automated Personalization
B. Experience Targeting
C. An A/B test using auto-allocate
Answer: C

2.Three weeks after activation of an A/B activity with four experiences (A. 8, C. D} using Auto-allocate, it was observed that Experience C is receiving 1 % of traffic.
To speed up the process of determining a winner of the test, what is a best practice for an Adobe Target Business Practitioner to follow?
A. Do nothing. Auto-allocate will do this.
B. Deactivate the activity and create a new one with only
A. B, D experiences.
C. Switch the test to manual allocation and allocate 0% of traffic to Experience C.
Answer: B

3.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 A 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.
Answer: A

4.An organization is tolling out a customer service chat that is available on the site Mondays through Fridays from 8:00 am to 5:00 pm. A lest 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 & Settings.
B. Create a rule for Time Frame in Audiences.
C. Set the time in the Page Delivery section in the Configure menu.
Answer: A

5.A home improvement videos website has an advertising-supported revenue model. Videos begin with a sponsor's advertisement. The task is to administer a test on the home page to determine which experiences drive video engagement.
Based on this scenario, what is the most appropriate optimization goal for this test?
A. Bounce rate
B. Video views per visit
C. Site registration rate
Answer: A