DUMPSQUEEN

Adobe Target Business Practitioner Expert

Adobe AD0-E406

Version Demo

Total Demo Questions: 10

Total Premium Questions: 68

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QUESTION NO: 1

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

A. Target automatically users 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.

ANSWER: A D

QUESTION NO: 2

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

ANSWER: A

QUESTION NO: 3

Why must primary and secondary success metrics be determined pre-test and not chosen or adjusted after activation? (Choose two.)

A. so that "Conversion Rate of Alternative" can be estimated pre-test

B. because it is not possible to change your primary goal after the test has started

C. so that "days to complete test" can be estimated pre-test

D. to minimize risk of biased metric selection

ANSWER: A D

QUESTION NO: 4

The product team wants to determine whether a 'viewed also viewed'' or bought also bought'' Recommendations logic would drive product views.

What is the correct way to test both Recommendations Criteria?

A. Create a new Recommendations activity, and in the Targeting page change the Control traffic allocation to 50%.

B. Create a new A/B test activity, and in the Targeting page select the two Criteria.

C. Create a new Recommendations activity, and in the Experiences page pop-up select the two Criteria.

ANSWER: A

QUESTION NO: 5

A client is viewing a report for a Target Recommendation activity. What do the names of the experiences in the report refer to?

A. Names of the criteria used

B. Names of the collections used

C. Names of activities tested

ANSWER: C

QUESTION NO: 6

A company has been using Adobe Anal/tics for thtee 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

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ANSWER: A D

QUESTION NO: 7

Which two pages of the Visual Experience Composer three-step guided workflow allows an Adobe Target Business Practitioner to change the audience targeting of an activity?

(Choose two.)

A. Preferences

B. Experiences

C. Targeting

D. Setup

ANSWER: B C

QUESTION NO: 8 - (HOTSPOT)

HOTSPOT

Match the variable to the effect.

Confidence Level	Select ⌄
	Select
	Increasing this variable will reduce the chance of a false positive (type 1 error) & increase activity duration
	Increasing this variable will reduce chance of a false negative (type 2 error) & increase activity duration
	The higher this variable, the more activity conversions, therefore reducing the activity duration

Statistical Power	Select ⌄
	Select
	Increasing this variable will reduce the chance of a false positive (type 1 error) & increase activity duration
	Increasing this variable will reduce chance of a false negative (type 2 error) & increase activity duration
	The higher this variable, the more activity conversions, therefore reducing the activity duration

Baseline Conversion Rate	Select ⌄
	Select
	Increasing this variable will reduce the chance of a false positive (type 1 error) & increase activity duration
	Increasing this variable will reduce chance of a false negative (type 2 error) & increase activity duration
	The higher this variable, the more activity conversions, therefore reducing the activity duration

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ANSWER:

Confidence Level	Select ▾
	Select
	Increasing this variable will reduce the chance of a false positive (type 1 error) & increase activity duration
	Increasing this variable will reduce chance of a false negative (type 2 error) & increase activity duration
	The higher this variable, the more activity conversions, therefore reducing the activity duration
Statistical Power	Select ▾
	Select
	Increasing this variable will reduce the chance of a false positive (type 1 error) & increase activity duration
	Increasing this variable will reduce chance of a false negative (type 2 error) & increase activity duration
	The higher this variable, the more activity conversions, therefore reducing the activity duration
Baseline Conversion Rate	Select ▾
	Select
	Increasing this variable will reduce the chance of a false positive (type 1 error) & increase activity duration
	Increasing this variable will reduce chance of a false negative (type 2 error) & increase activity duration
	The higher this variable, the more activity conversions, therefore reducing the activity duration

Explanation:

Confidence Level	Select ▾
	Select
	Increasing this variable will reduce the chance of a false positive (type 1 error) & increase activity duration
	Increasing this variable will reduce chance of a false negative (type 2 error) & increase activity duration
	The higher this variable, the more activity conversions, therefore reducing the activity duration
Statistical Power	Select ▾
	Select
	Increasing this variable will reduce the chance of a false positive (type 1 error) & increase activity duration
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Baseline Conversion Rate	Select ▾
	Select
	Increasing this variable will reduce the chance of a false positive (type 1 error) & increase activity duration
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	The higher this variable, the more activity conversions, therefore reducing the activity duration

QUESTION NO: 9

What does Adobe Target optimize towards when running an Automated Personalization activity?

A. One single metric

B. The model will determine which goal to optimize

C. Revenue per visitor

ANSWER: B

QUESTION NO: 10

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