Vendor: Adobe

Exam Code: AD0-E408

Exam Name: Adobe Target Business Practitioner Professional

Version: DEMO

QUESTION 1
A campaign designed to improve newsletter signups has underperformed. Upon review, it was found that the call-to-action (CTA) text was unclear.
How should the test hypothesis be updated?

A. "Updating the CTA text will increase newsletter signups by 20%."
B. "Changing the page layout will increase user engagement."
C. "Adjusting the newsletter content will reduce bounce rates."
D. "Reducing page load time will increase page views."

Answer: A

QUESTION 2
How can a redirect offer be added to the Form-Based Experience Composer?

A. Clicking Create, selecting the add offer decision, and specifying the URL
B. Clicking Offers, selecting the Redirect Offers tab, and choosing an offer
C. Clicking Change Redirect Offer, then selecting the desired URL
D. Clicking Create, selecting the Redirect Offer, typing an offer name, and specifying the URL

Answer: B

QUESTION 3
A Target practitioner observes that an active experience is not displaying for certain audience segments. Upon checking the Experience Cloud Debugger, they notice the targeting rules are configured correctly, but the experience still fails to qualify.
What should they check next?

A. Verify that the experience is active and approved
B. Recreate the audience and relaunch the activity
C. Update the reporting source in the activity settings
D. Increase the traffic allocation for the experience

Answer: A

QUESTION 4
What should a practitioner prioritize when translating business KPIs into optimization goals? (Select two.)

A. Aligning goals with user behavior trends
B. Increasing test complexity
C. Maintaining consistency across KPIs
D. Ensuring measurability of KPIs

Answer: AD

QUESTION 5
What is the primary benefit of defining both primary and secondary success metrics in a test?

A. Secondary metrics replace primary metrics in case of errors.
B. Secondary metrics provide additional insights.
C. Secondary metrics shorten test duration.
D. Secondary metrics simplify data analysis.

Answer: B

QUESTION 6
In Adobe Target, which metric is ideal for evaluating user engagement in a personalized content test?

A. Page Views
B. Bounce Rate
C. Click-Through Rate
D. Conversion Rate

Answer: C

QUESTION 7
A client wants to launch a landing page test targeting users in North America with an interest in outdoor activities.
Which audience requirements would ensure proper targeting?

A. Users visiting the homepage within the last week.
B. Users based in North America who previously viewed outdoor products.
C. All users who visited the website in the last month.
D. Users who completed a purchase in the last six months.

Answer: B

QUESTION 8
The Product POD team from a retail industry is planning to launch a new product and wants to test different variations of the product's landing page. However, they're concerned about the potential negative effects on user experience.
How can the target expert mitigate this risk while conducting the test?

A. Pause the test if there is a significant drop in conversion rates
B. Test the variations on a different website before implementing them on the main site
C. Implement the variations only during off-peak hours
D. Only show the new variations to a small subset of visitors

Answer: D

QUESTION 9
What is the primary purpose of targeting audiences in Adobe Target?

A. To create a list of commonly used audiences for reporting
B. To randomly deliver the same content to all types of visitors
C. To analyze test results based on different content variations

D. To determine how different types of visitors respond to the same content

Answer: C

QUESTION 10
Which action describes the use of Multivariate testing (MVT)?

A. Determine which element is the most important.
B. Optimize the page layout.
C. Use when no more than three elements are being tested.
D. Analyze the performance of individual campaigns across multiple channels.

Answer: A

QUESTION 11
A practitioner creates an A/B Test with two variations but realizes during QA that one variation fails to load for a specific audience segment.
What should the practitioner do?

A. Remove the segment and run the test
B. Modify the experience for the segment and rerun QA
C. Launch the test and monitor the segment's performance
D. Cancel the test entirely

Answer: B

QUESTION 12
What does a hypothesis primarily describe in an A/B testing activity?

A. The expected outcome based on assumptions
B. The number of users needed to complete the test
C. The statistical significance level
D. The duration required for the test

Answer: A

QUESTION 13
What is a common issue encountered when using multiple overlapping activities in Adobe Target?

A. Misaligned metrics
B. Activity collision
C. Over-calculated lift percentages
D. Low sample size

Answer: B

QUESTION 14

Which actions can be taken to debug browser-level Target issues? (Select two.)

A. Use Experience Cloud Debugger to track activity requests
B. Monitor the console log for JavaScript errors
C. Enable server-side debugging tools
D. Analyze session recordings

Answer: AB

QUESTION 15
What is the visitor's default profile lifetime in Adobe Target?

A. 14 weeks
B. 6 days
C. 14 days
D. 6 weeks

Answer: C

QUESTION 16
What factors should be considered when identifying opportunities for optimization? (Select two.)

A. Pages with high exit rates
B. Pages with low traffic
C. Pages with high revenue impact
D. Pages with no recent updates

Answer: AC

QUESTION 17
What does a Target Business Practitioner need to do first to ensure proper performance for an ongoing activity, when the conversion rate in the results data for the A/B Test activity is much lower than expected?

A. End the activity immediately.
B. Re-examine the activity setup and metrics.
C. Monitor data of all live activities.
D. Pause the activity and re-launch it.

Answer: B

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