



ADOBE AD0-E406

Adobe Target Business Practitioner Expert Certification Questions & Answers

Exam Summary – Syllabus – Questions

AD0-E406

[Adobe Target Business Practitioner Expert](#)

68 Questions Exam – 46/68 Cut Score – Duration of 136 minutes

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Know Your AD0-E406 Certification Well:

The AD0-E406 is best suitable for candidates who want to gain knowledge in the Adobe Target. Before you start your AD0-E406 preparation you may struggle to get all the crucial Target Business Practitioner Expert materials like AD0-E406 syllabus, sample questions, study guide.

But don't worry the AD0-E406 PDF is here to help you prepare in a stress-free manner.

The PDF is a combination of all your queries like-

- What is in the AD0-E406 syllabus?
- How many questions are there in the AD0-E406 exam?
- Which Practice test would help me to pass the AD0-E406 exam at the first attempt?

Passing the AD0-E406 exam makes you Adobe Target Business Practitioner Expert. Having the Target Business Practitioner Expert certification opens multiple opportunities for you. You can grab a new job, get a higher salary or simply get recognition within your current organization.

Adobe AD0-E406 Target Business Practitioner Expert Certification Details:

Exam Name	Adobe Target Business Practitioner Expert
Exam Code	AD0-E406
Exam Price	\$225 (USD)
Duration	136 mins
Number of Questions	68
Passing Score	46/68
Books / Training	<u>Adobe Target Business Practitioner Expert Prep Guide</u>
Schedule Exam	<u>Adobe, Pearson VUE</u>
Sample Questions	<u>Adobe Target Business Practitioner Expert Sample Questions</u>
Practice Exam	<u>Adobe AD0-E406 Certification Practice Exam</u>

AD0-E406 Syllabus:

Topic	Details	Weights
Planning and strategy	<ul style="list-style-type: none"> - Identify business KPIs and successfully translate these into optimization goals given key business requirements - Identify opportunities for optimization based on business KPIs and data analysis - Prioritize test ideas based on business needs, level of effort, and potential for lift - Based on the Adobe Sample Size Calculator, determine how variables impact the activity - Construct test hypotheses based on a given scenario and identify hypotheses elements - Analyze a test hypothesis based on a given scenario and identify aspects of a valid hypothesis - Determine KPI-based primary and secondary success metrics - Assess audience requirements - Determine the appropriate analytics reporting sources (i.e., Target or Adobe Analytics) 	31%
Configuring, Executing and Managing	<ul style="list-style-type: none"> - Explain the use of Form-Based Experience Composer vs. the Visual Experience Composer - Apply procedures to create an experience using VEC - Apply procedures to create an experience using Form-Based Composer - Apply procedures to manage experiences within an experience composer - Describe the workflow that applies to creating Target Activities - Apply procedures to create an A/B test 	42%

Topic	Details	Weights
	activity - Apply procedures to create an XT activity - Apply procedures to create an MVT activity - Understand how AP is used for solutions - Apply procedures to create a Recommendation activity - Apply procedures to create an Audience in Target - Apply procedures to set Goals and Settings - Apply procedures to conduct Activity QA - Apply procedures to manage Activities and Audiences within Target	
Analyzing and Reporting	- Define and evaluate report settings to help set the elements that appear in a report - Evaluate and compare Adobe Target Sample Size Calculator settings when both planning Target activities and validating Target activities reports - Evaluate and identify common problems associated with A/B testing and how to avoid them - Understand how Automated Personalization Summary reports differ from other reports - Evaluate Experience Performance reports (MVT) - Determine the winning variation based on the observed lift, confidence levels and business objectives	17%
Troubleshooting	- Diagnose activity qualification issues - Use browser debugging tools (including Experience Cloud Debugger) to verify implementation - Verify metrics and reporting	10%

Adobe AD0-E406 Sample Questions:

Question: 1

Which feature within the Visual Experience Composer is useful to navigate to any parent, sibling, or child element?

- a) Target Visual Experience Composer Helper
- b) The Browse mode
- c) The CSS Selector
- d) The DOM path

Answer: d

Question: 2

An Adobe Target Business Practitioner wants to launch an A/B Test for new users from Safari browsers. In which two ways can an audience be created for this test?

- a) Create a segment in Adobe Analytics, with browser type to be Safari or Firefox, and save.
- b) Create a segment in Adobe Analytics, with browser type to be Safari or Firefox, click save, and share it with experience cloud.
- c) Combine multiple audiences for each browser, separated with the operator "OR".
- d) Combine multiple audiences for each browser, separated with the operator "AND".

Answer: b, d

Question: 3

There is a requirement to compare two different experience on a page, and then traffic will be redirected to the winner. Which type of the A/B activity can be used to meet this requirement?

- a) Auto-Allocate
- b) Manual A/B Test
- c) Auto-Target
- d) Multi-Arm Bandit

Answer: a

Question: 4

Multiple MVT activities were created by an Adobe Target Business Practitioner. During the creation of these activities, the traffic split was set to 25/25/25/25, and the Visitor metric was used for analysis.

While reviewing activity results, the Practitioner noticed a significant difference in the distribution of traffic between experiences in the reporting.

Which action should be taken to resolve this problem?

- a) Keep the traffic splits even between the tests.
- b) Create a new report with the correct parameters.
- c) Change the traffic distribution while running the tests.
- d) Adjust the Visitor metric settings.

Answer: a

Question: 5

A product owner wants to personalize the user experience based on the visit number for that user and has configured the visit number using profile scripts. The Practitioner would now like to use a Target feature to QA accurate functioning of these profile scripts.

Which two features can be used for this purpose? (Choose two.)

- a) Property tokens
- b) mbox trace
- c) Response tokens
- d) Activity tokens

Answer: b, c

Question: 6

Which recommendation logic should be used when an Adobe Target Business Practitioner wants to make recommendations only based on the item the visitor is currently viewing on the company's retail website?

- a) The most-viewed items in a particular category
- b) Customers who bought this item also bought these items
- c) Items with similar attributes
- d) Recently viewed items

Answer: c

Question: 7

When testing a new activity, an experience from a previously deactivated activity continues to show instead of an experience from the new activity. What are two ways to troubleshoot this issue? (Choose two.)

- a) Use incognito mode or a different browser
- b) Set the priority higher on the new activity
- c) Clear cache and cookies
- d) Reactivate and pause the activity

Answer: a, c

Question: 8

A company recently bought Target Premium to drive personalization of its web products. The Practitioner has configured Target into separate properties to be used with each individual product. An A/B Test has been set up, and during QA, it is realized that the experience is not rendering as expected.

Which two steps are part of the troubleshooting process? (Choose two.)

- a) Troubleshoot the activity using mboxTrace.
- b) Filter the network log using b/ss to see if network calls are firing.
- c) Check with the developer team to ensure that a property token is present as part of each target call.
- d) Contact the Engineering teams.

Answer: a, c

Question: 9

The stakeholders of a financial institution stated that if they reduce the number of questions on the application form, then the number of loan application submissions will increase. What is a valid approach to test this hypothesis?

- a) Test a loan application that has the same questions written in simpler phrases.
- b) Test a loan application form that has easier-to-read sections.
- c) Instead of filling the application online, test an option to call a free number for details.
- d) Test a loan application form that has fewer number of fields to fill.

Answer: d

Question: 10

In the process of setting up a priority in Adobe Target, the user has two activities. One activity targets the branded search keyword, and the second targets the non-branded keyword sneakers. Both targeted activities have the same priority.

What will be displayed to a visitor who is new to the page?

- a) The activity that was most recently viewed is displayed.
- b) The activity that was most recently activated is displayed.
- c) Both activities will be displayed in round-robin.
- d) The activity with higher engagement is displayed.

Answer: b

Study Guide to Crack Adobe Target Business Practitioner Expert AD0-E406 Exam:

- Getting details of the AD0-E406 syllabus, is the first step of a study plan. This pdf is going to be of ultimate help. Completion of the syllabus is must to pass the AD0-E406 exam.
- Making a schedule is vital. A structured method of preparation leads to success. A candidate must plan his schedule and follow it rigorously to attain success.
- Joining the Adobe provided training for AD0-E406 exam could be of much help. If there is specific training for the exam, you can discover it from the link above.
- Read from the AD0-E406 sample questions to gain your idea about the actual exam questions. In this PDF useful sample questions are provided to make your exam preparation easy.
- Practicing on AD0-E406 practice tests is must. Continuous practice will make you an expert in all syllabus areas.

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