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# ADOBE AD0-E408

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**Adobe Target Business Practitioner Professional Certification  
Questions & Answers**

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**Exam Summary – Syllabus –Questions**

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**AD0-E408**  
**[Adobe Target Business Practitioner Professional](#)**  
**50 Questions Exam – 31/50 Cut Score – Duration of 100 minutes**

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## Know Your AD0-E408 Certification Well:

The AD0-E408 is best suitable for candidates who want to gain knowledge in the Adobe Target. Before you start your AD0-E408 preparation you may struggle to get all the crucial Target Business Practitioner Professional materials like AD0-E408 syllabus, sample questions, study guide.

But don't worry the AD0-E408 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-E408 syllabus?
- How many questions are there in the AD0-E408 exam?
- Which Practice test would help me to pass the AD0-E408 exam at the first attempt?

Passing the AD0-E408 exam makes you Adobe Target Business Practitioner Professional. Having the Target Business Practitioner Professional 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-E408 Target Business Practitioner Professional Certification Details:

Exam Name	Adobe Target Business Practitioner Professional
Exam Code	AD0-E408
Exam Price	\$125 (USD)
Duration	100 mins
Number of Questions	50
Passing Score	31/50
Books / Training	<a href="#"><u>Adobe Target Foundations</u></a> <a href="#"><u>Adobe Target Business Practitioner Professional Prep Guide</u></a>
Schedule Exam	<a href="#"><u>Adobe, Pearson VUE</u></a>
Sample Questions	<a href="#"><u>Adobe Target Business Practitioner Professional Sample Questions</u></a>
Practice Exam	<a href="#"><u>Adobe AD0-E408 Certification Practice Exam</u></a>

## AD0-E408 Syllabus:

Topic	Details	Weights
Planning and strategy	<ul style="list-style-type: none"> <li>- Identify business KPIs</li> <li>- Given a scenario of business KPIs and data analysis, identify opportunities for optimization</li> <li>- Describe how variables impact an activity</li> <li>- Construct test hypotheses based on a given scenario</li> <li>- Identify hypotheses elements</li> <li>- Describe KPI-based primary and secondary success metrics</li> <li>- Given a scenario, assess audience requirements</li> <li>- Describe appropriate analytics reporting sources (that is, Target or Adobe Analytics)</li> </ul>	26%
Configuring, executing and managing	<ul style="list-style-type: none"> <li>- Explain the use of Form-Based Experience Composer vs. the Visual Experience Composer</li> <li>- Describe procedures to create an experience using VEC</li> <li>- Describe procedures to create an experience using Form-Based Composer</li> <li>- Describe procedures to manage experiences within an experience composer</li> <li>- Describe the workflow that applies to creating Target Activities</li> <li>- Given a scenario, apply procedures to create an A/B test activity</li> <li>- Given a scenario, apply procedures to create an XT activity</li> <li>- Given a scenario, apply procedures</li> </ul>	50%

Topic	Details	Weights
	<ul style="list-style-type: none"> <li>to create an MVT activity</li> <li>- Identify how AP is used for solutions</li> <li>- Identify when to use the Recommendation activity</li> <li>- Describe procedures to create an Audience in Target</li> <li>- Describe procedures to set Goals and Settings</li> <li>- Describe procedures to conduct Activity QA</li> <li>- Describe procedures to manage Activities and Audiences within Target</li> </ul>	
Analyzing and reporting	<ul style="list-style-type: none"> <li>- Describe settings to help set the elements that appear in a report</li> <li>- Describe the difference in Adobe Target Sample Size Calculator settings between planning and validating</li> <li>- Describe common problems associated with A/B testing</li> <li>- Identify how Automated Personalization Summary reports differ from other reports</li> <li>- Describe the features of Experience Performance reports (MVT)</li> <li>- Describe best practices that should be followed in A/B testing execution</li> </ul>	16%
Troubleshooting	<ul style="list-style-type: none"> <li>- Given a scenario, identify activity qualification issues</li> <li>- Identify the features of browser debugging tools (including Experience Cloud Debugger)</li> <li>- Identify metrics and reporting</li> </ul>	8%

## Adobe AD0-E408 Sample Questions:

### Question: 1

**Management at a subscription-based service is concerned about the churn rate among its existing customers. After analyzing customer data, they notice that users who do not engage with the latest content have a higher likelihood of canceling their subscriptions.**

**What optimization strategies in Adobe Target could address this issue?**

- a) Increase the subscription prices for premium content
- b) Implement a gamification feature on the website
- c) Launch a social media campaign to attract new users
- d) Test variations of the content recommendation algorithm

**Answer: d**

### Question: 2

**Why should changing the reporting source after an activity goes live be avoided when configuring "Reporting Settings" in Adobe Target?**

- a) It will duplicate the same report.
- b) It will change all reporting settings.
- c) It will keep reports consistent.
- d) It will delete historical data.

**Answer: c**

### Question: 3

**An Adobe Target Business Practitioner has a standard A/B test that causes an inherent cost because it is spending traffic to measure performance of each experience individually to determine the winning experience.**

**Which solution is suggested to reduce the cost?**

- a) Auto-Allocation
- b) Multivariate Testing
- c) Auto-Target
- d) Personalization Algorithm

**Answer: a**

**Question: 4**

**What is the potential impact of using the! important CSS property when working with the Visual Experience Composer (VEC)?**

- a) It enhances the reliability of experiences.
- b) It overrides changes made by target.js during delivery.
- c) It ensures proper functioning of iFrames.
- d) It is recommended for hiding or removing elements.

**Answer: b**

**Question: 5**

**In the process of implementing personalization strategies through Adobe Target, why is the phase of identifying personalization opportunities crucial for testing and roadmap creation?**

- a) Developing freeform tables to facilitate in-depth data analysis
- b) Coordinating the design and execution of personalized content in Adobe Target
- c) Formulating actionable insights in the form of hypotheses
- d) Evaluating and benchmarking the personalization approaches of competitors

**Answer: c**

**Question: 6**

**How much time will it take to activate an Adobe Target activity and then propagate to UI using API methods?**

- a) 10 minutes
- b) 5 minutes
- c) 2 minutes
- d) 15 minutes

**Answer: a**

**Question: 7**

**When optimizing a website for lead generation via Adobe Target, which success metric aligns best with the Key Performance Indicator (KPI) of capturing user information?**

- a) Total sessions
- b) Scroll depth
- c) Time spent on the homepage

- d) Form submission rate

**Answer: d**

**Question: 8**

**In Adobe Target, if an analyst wants to exit Quality Assurance (QA) mode manually, which approach can be utilized?**

- a) Integrate "?at\_exit\_mode=qa" into the URL
- b) Append "?qa\_exit=true" to the URL
- c) Include "?at\_preview\_token=" without any value to the URL
- d) Attach "?qa\_mode=false" to the URL

**Answer: c**

**Question: 9**

**Which syntax is used for Geo location variables that are used as tokens in Adobe Target activities?**

- a) \${profile.geolocation.country}
- b) profile.geolocation.country
- c) [profile.geolocation.country]
- d) \${geo.location.country}

**Answer: a**

**Question: 10**

**During the development of an activity, a target specialist identified that the required audience was not pre-existing and had to be created solely for that activity. Furthermore, the specialist aimed to prevent unnecessary congestion in the audience library.**

**What strategy could be employed to generate the necessary audience?**

- a) Create audiences
- b) Create an activity-only audience
- c) Create reporting audience
- d) Combine multiple audiences

**Answer: b**



## Study Guide to Crack Adobe Target Business Practitioner Professional AD0-E408 Exam:

- Getting details of the AD0-E408 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-E408 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-E408 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-E408 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-E408 practice tests is must. Continuous practice will make you an expert in all syllabus areas.

### Reliable Online Practice Test for AD0-E408 Certification

Make EduSum.com your best friend during your Adobe Target Business Practitioner Professional exam preparation. We provide authentic practice tests for the AD0-E408 exam. Experts design these online practice tests, so we can offer you an exclusive experience of taking the actual AD0-E408 exam. We guarantee you 100% success in your first exam attempt if you continue practicing regularly. Don't bother if you don't get 100% marks in initial practice exam attempts. Just utilize the result section to know your strengths and weaknesses and prepare according to that until you get 100% with our practice tests. Our evaluation makes you confident, and you can score high in the AD0-E408 exam.

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