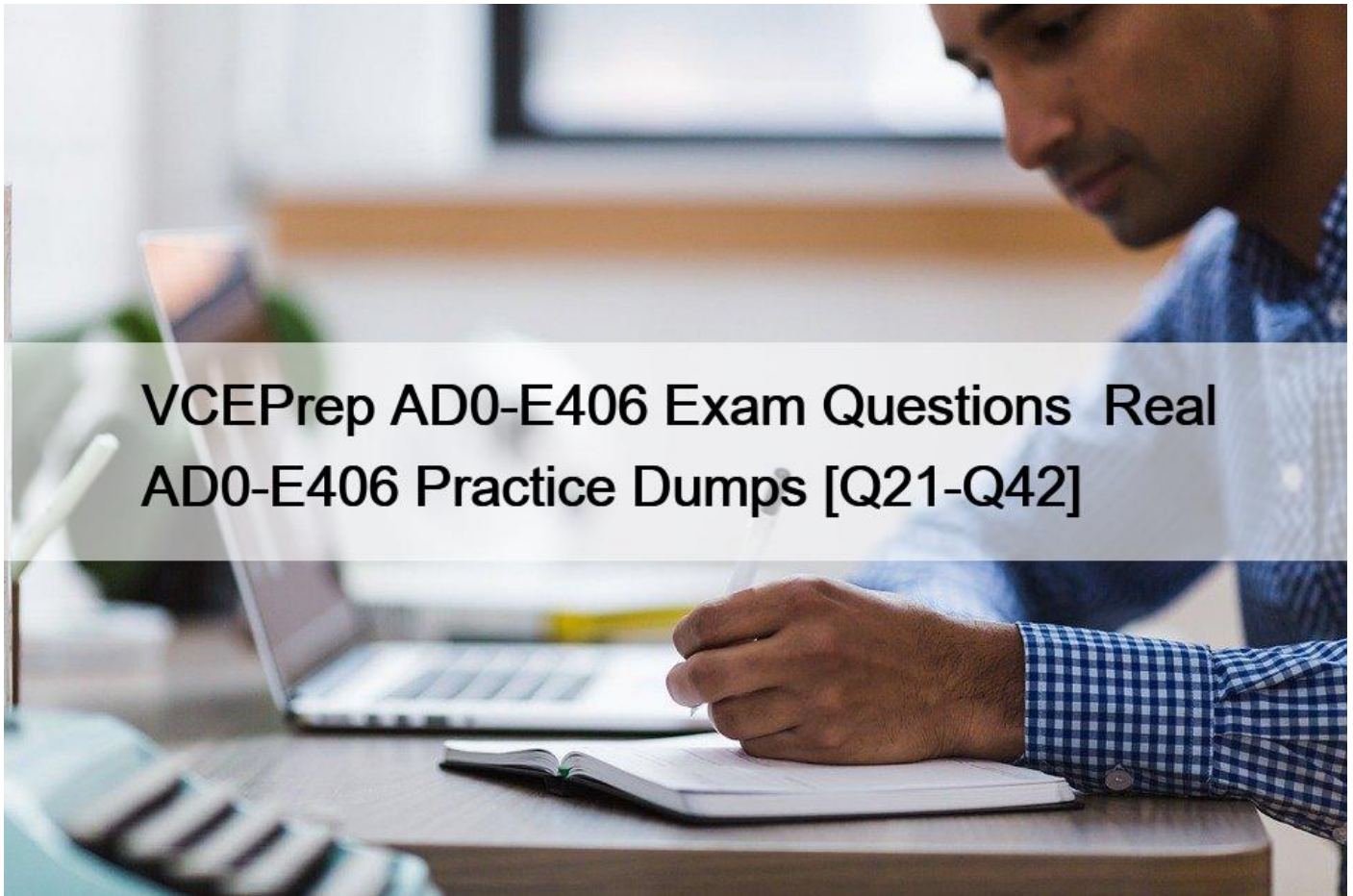


## VCEPrep AD0-E406 Exam Questions Real AD0-E406 Practice Dumps [Q21-Q42]



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Verified AD0-E406 Exam Dumps Q&As - Provide AD0-E406 with Correct Answers

### NEW QUESTION 21

The product team wants to determine whether a &#8216;viewed also viewed&#8221; or bought also bought&#8221; Recommendations logic would drive product views.

What is the correct way to test both Recommendations Criteria?

- \* Create a new Recommendations activity, and in the Targeting page change the Control traffic allocation to 50%.
- \* Create a new A/B test activity, and in the Targeting page select the two Criteria.
- \* Create a new Recommendations activity, and in the Experiences page pop-up select the two Criteria.

### NEW QUESTION 22

A home improvement videos website has an advertising-supported revenue model. Videos begin with a sponsor&#8217;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?

- \* Bounce rate
- \* Video views per visit
- \* Site registration rate

### NEW QUESTION 23

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 8 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?

- \* Run D then C
- \* Run B
- \* Run D then A.

### NEW QUESTION 24

A test will run for 40 days with a significance level of 95% and a minimum detectable lift of 2.5%. Which adjustment should be recommended to reduce the test duration?

- \* Increase the minimum detectable lift
- \* Increase the number of Offers.
- \* Increase the confidence level.

### NEW QUESTION 25

An A/B test was conducted to test different variations of copy on the homepage. During the analysis of the results, it was identified that different copy resonated better with different audiences.

Which activity type should an Adobe Target Business Practitioner recommend using to ensure that the most effective copy is displayed to the right audience?

- \* Multivariate Test
- \* Recommendations
- \* Experience Targeting

### NEW QUESTION 26

A sporting equipment organization is running an A/B test with the aim of increasing revenue. The activity is testing featuring either Hiking or Mountain Climbing products in the home page hero banner. Click through rate (CTR) to the product category pages is the only success metric.

In this scenario, what is the problem with using CTR as the only success metric?

- \* The CTR metric is an unreliable indicator of success and should not be used as a primary or secondary success metric
- \* The CTR metric is not reliable for this activity as it does not account for the impact of seasonality.
- \* The test could produce a statistically significant lift in CTR but does not consider the impact on revenue.

### NEW QUESTION 27

The UX team has proposed testing a format change across all product overview pages.

Which Visual Experience Composer feature enables applying the format change across all of these pages?

- \* Template Rules
- \* Experience Versions
- \* Enhanced Composer

### NEW QUESTION 28

In the Visual Experience Composer, Experience 6 was created using multiple style modifications. Most of these modifications need to be repeated in two additional experiences within the activity.

Which option automatically recreates all of the modifications from Experience B while adding a new experience to the activity?

- \* Select Copy in Styles panel.
- \* Select Duplicate and pick Copy Styles.
- \* Select Duplicate from Experience panel.

### NEW QUESTION 29

One of the distribution centers for an eCommerce site is down and the marketing team wants to display a message on the homepage to let customers know that shipping will be delayed.

What is the best way to create an activity that will target only the affected zip codes?

- \* Create an A/B test, then create a custom audience for the test experience and make a rule in Geo with the list of zip codes.
- \* Create an A/B test, then create a custom audience for the test experience and make a rule in Geo with the list of zip codes. Divert 100% of traffic to the test experience.
- \* Create an XT activity, then create a custom audience and make a rule in Geo with the list of zip codes.

### NEW QUESTION 30

A restaurant chain that has been running a Recommendation activity to promote sides and add-ons decides to run the same activity on its native mobile app only.

Which experience composer should an Adobe Target Business Practitioner use to accomplish the task?

- \* The visual Experience Composer
- \* The Form-based Experience Composer
- \* The SPA Visual Experience Composer

### NEW QUESTION 31

An activity should be exposed to visitors who have viewed at least three products within a single category. There is a profile script that sets user.3pvs for visitors that qualify.

How should the Adobe Target Business Practitioner make sure that the profile script is properly qualifying visitors who have viewed at least three products?

- \* Create audience with user.3pvs and a QA query parameter, then attempt to qualify by browsing the site.
- \* Create audience with user.3pvs and a QA query parameter, then attempt to qualify via preview links.

- \* Create audience with QA query parameter, then attempt to qualify by browsing the site.

### NEW QUESTION 32

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 manager about ending the test at this point?

- \* Let the test run because there is sufficient evidence that there is a difference in conversion.
- \* Let the test run because there is weak evidence that there is a difference in rates.
- \* Stop the test because there is strong evidence that there is a difference in conversion.

### NEW QUESTION 33

The optimization team has deactivated a test and wants to analyze the results. After navigating to the reporting interface, they notice that they cannot see any data in the report. The team can confirm that the experiences were successfully delivered to users.

What is a likely cause of this problem?

- \* When configuring the activity, the team selected the "do not record data" setting.
- \* The user does not have Editor access and therefore cannot view reports.
- \* The incorrect environment (host group) is selected by default.

### NEW QUESTION 34

When using the traffic estimator in a Multivariate test, which two things can be done if there is not sufficient traffic for the activity? (Choose two.)

- \* Increase the number of combinations of offers and the number of locations.
- \* Increase the duration of the test.
- \* Reduce the number of combinations of offers and the number of locations.
- \* Reduce the duration of the test.

### NEW QUESTION 35

A product owner at a bank manages six different credit cards.

The product owner wants to run a test that helps users easily compare credit card features to help the user feel more confident to complete an application. The main KPI of the test is application completions.

Which hypothesis matches the request?

- \* Offering an opportunity to easily compare the last three viewed credit cards on a product comparison page by placing a "compare recently-viewed credit cards" link in the hero will increase application completions.
- \* Offering an opportunity to easily compare the features of three credit cards of the user's choice on the product comparison page by placing a "select three cards to compare" link in the hero will increase application completions.
- \* Offering an opportunity to easily compare the three most popular credit cards on a product comparison page by placing a "compare our most popular cards" link in the hero will increase application starts.

### NEW QUESTION 36

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

- \* Target automatically uses all Adobe Experience Cloud shared audience to build the personalization models.

- \* A visit is eligible for a new experience upon each page view.
- \* The model is always re-estimated; a small fraction of traffic to continue learning.
- \* The underlying models are re-built every hour using the latest visitor behavior data.

### NEW QUESTION 37

The optimization team at an e-commerce company recently learned that if the company does not sell a large proportion of its discontinued products, the company will incur an accounting charge that will materially affect the company's quarterly earnings.

The discontinued products are sold at a discount on a separate website and domain that currently do not have Adobe Analytics or Adobe Target. The e-commerce website does have Adobe Analytics and Adobe Target.

The optimization team decides to run an experiment to promote the discontinued products website. They add a "SALE" link to the e-commerce website's main navigation. The "SALE" link also links to the discontinued products website.

The optimization team wants to use an A/B test to see if adding this new link to the e-commerce site's main navigation causes visitors to visit the discontinued products website.

What should be the goal of the A/B test on the main website?

- \* Increase Revenue Per Visitor (RPV).
- \* Increase "SALE" link clicks.
- \* Increase Thank You pages visited.

### NEW QUESTION 38

Which statement is true for all Experience Targeting activities?

- \* Experience targeting affects a single page of a visitor experience.
- \* Targeting rules are evaluated in top-to-bottom order.
- \* All activities are built using the Visual Experience Composer.

### NEW QUESTION 39

In which scenario should an Adobe Target Business Practitioner recommend using an Adobe Analytics segment for an Adobe Target Activity?

- \* The audience requirement cannot be met using pre-built audiences in Adobe Target.
- \* An audience qualification window of 180 days is required, and it would be impractical to wait this long for a newly-created profile parameter to populate.
- \* Visitor data collected before the Target Activity runs are required for audience targeting.

### NEW QUESTION 40

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

- \* Names of the criteria used
- \* Names of the collections used
- \* Names of activities tested

### NEW QUESTION 41

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

- \* so that Conversion Rate of Alternative; can be estimated pre-test
- \* because it is not possible to change your primary goal after the test has started
- \* so that days to complete test; can be estimated pre-test
- \* to minimize risk of biased metric selection

#### NEW QUESTION 42

An e-commerce company has important information for customers and will use a pop-up notification to convey this information immediately after a user register. However, there is concern a pop-up will be annoying to the customer.

Which KPI can be determined if there is a negative impact from the pop-up?

- \* Exit rate
- \* Clicks on the pop-up
- \* Bounce rate

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