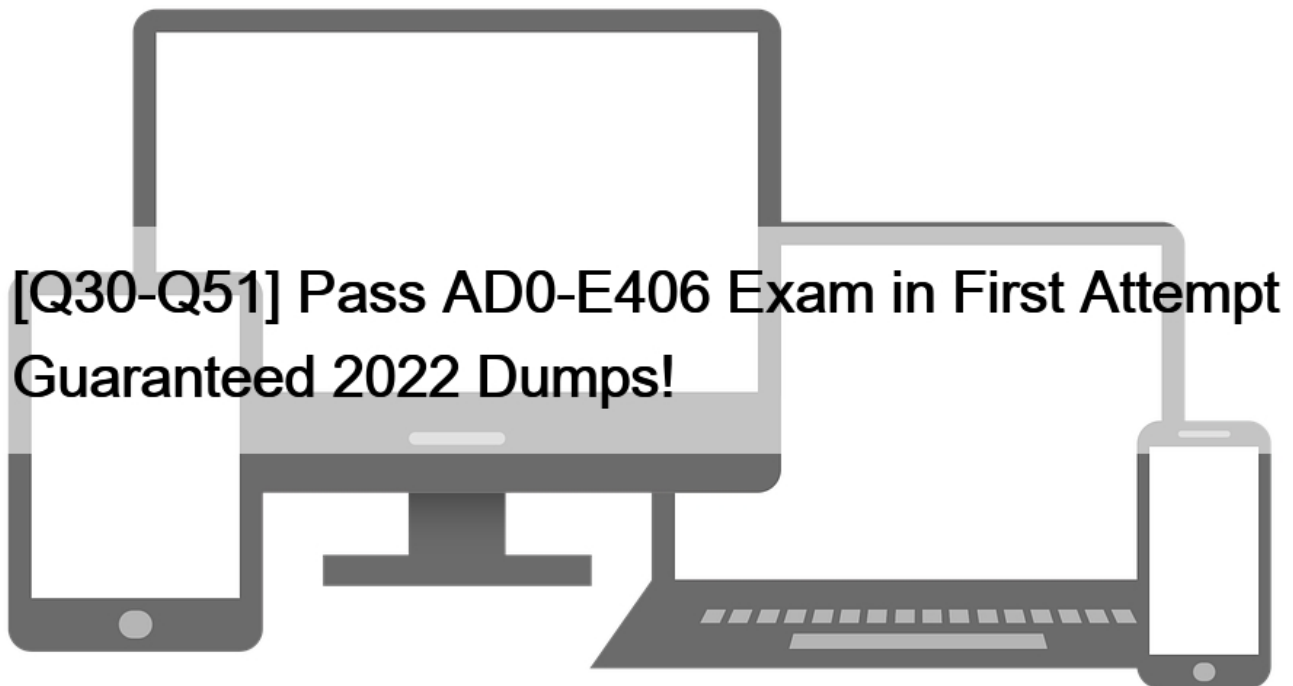# [Q30-Q51 Pass AD0-E406 Exam in First Attempt Guaranteed 2022 Dumps!

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AD0-E406 Dumps Full Questions - Exam Study Guide

Adobe AD0-E406 Exam Syllabus Topics:

TopicDetailsTopic 1- Apply procedures to manage experiences within an experience composer- Prioritize test ideas based on business needs, level of effort, and potential for liftTopic 2- Apply procedures to create an experience using Form-Based Composer- Use browser debugging tools (including Experience Cloud Debugger) to verify implementationTopic 3- Determine the appropriate analytics reporting sources (i.e., Target or Adobe Analytics)- Identify opportunities for optimization based on business KPIs and data analysisTopic 4- Define and evaluate report settings to help set the elements that appear in a report- Determine KPI-based primary and secondary success metrics

QUESTION 30

An organization ran a test with Adobe Anal/tics as a reporting source. The activity design further enhances a very popular filtering feature on their site. When carrying out an early analysis of the results, they noticed that it is not performing as well as expected.

What should they do to determine if this is due to novelty effect?
* Find a metric that is impacted positively by the change, and make this the primary metric.
* Segment the results by new and returning visitors, and compare their usage.
* Alter the traffic distribution to reduce the volume of traffic to the underperforming experience.

QUESTION 31

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?
* 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 rates.
* Stop the test because there is a strong evidence that there is a difference m conversion

QUESTION 32

A marketer has a number of alternative image assets available and they would like to use machine learning to decide the most appropriate image to deliver to each individual visitor, based on real-time behavioral data.

Which activity type should an Adobe Target Business Practitioner recommend using?
* Automated Personalization
* Experience Targeting
* An A/B test using auto-allocate

QUESTION 33

As part of a large scale marketing campaign, an activity must run for 10 days. It will start at 3:00 am on a specific date and end 10 days later at 3:00 am. What is the easiest way to ensure this activity starts and ends automatically?
* Add a Time Frame audience rule.
* Schedule a duration and activate.
* Trigger an alert and activate.

QUESTION 34

Which two options describe the purpose of any secondary success metric? (Choose two.)
* Give additional understanding to interpret gains/losses of primary success metric.
* These metrics are only used to measure time on site and primary metrics.
* These metrics are only used to evaluate which audiences best respond to experiences.
* Ensure that primary success metric gain is not at the cost of secondary metrics.

QUESTION 35

In which two channels must Target Form-Based Experience Composer be used? (Choose two.)
* Emails
* Kiosks
* Single-page application
* Post login pages

QUESTION 36

On which channel can Adobe Target Visual Experience Composer (VEC) be used to create experiences?
* Website
* Email

* Internet of Things devices

QUESTION 37

An Multivariate test has been running for a couple of weeks, but there is no data shown in the activity report. Which two steps should be recommended to troubleshoot the issue with the activity? (Choose two.)
* Enable Adobe Analytics for Target to check corresponding activity reports.
* Validate if goals and settings of the activity are set properly.
* Duplicate the activity and delete the first one with an issue.
* Diagnose activity audience qualification using debugging tools.

QUESTION 38

The optimization team decided to test headline variations on a page. The Adobe Target Business Practitioner received snippets the styling properties.

How should this task be done in the Visual Experience Composer?
* Copy the values from the code snippets and paste them into the layout panel.
* Copy and paste the code snippets into the CSS Editor.
* Ask the development team to add the code to the CSS of the site.

QUESTION 39

A home improvement videos website has an advertising-supported revenue model. Videos begin with a sponsor’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

QUESTION 40

A media site wants to maximize static advertisement profits on the ads that ate shown at the top of their article pages. Which metric should they focus on improving?
* Bounce Rate
* Pages Pet Visit
* Time Spent Per Visit

QUESTION 41

A large bank would like to test different Call To Action Buttons on their email. Which composer should they use to execute the test?
* Visual Experience Composer
* Form-Based Composer
* HTML Composer

QUESTION 42

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 mam 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.

QUESTION 43

An employee within an organization that does not have access to Adobe Target wants to preview experience using the QA URL before the activity is activated.

What is the minimum permission level required to completed this task?
* Approver access
* Observer access
* No access is required

QUESTION 44

Three weeks after activation of an A/B activity with four experiences (A. B, C. D} using Auto-allocate, it was observed that Experience C is receiving 1 % of traffic. To speed up the process of determining a winner of the test, what is a best practice for an Adobe Target Business Practitioner to follow?
* Do nothing. Auto-allocate will do this.
* Deactivate the activity and create a new one with only A. B, D experiences.
* Switch the test to manual allocation and allocate 0% of traffic to Experience C.

QUESTION 45

After adding styling properties to a headline element using the CSS Editor and saving an experience, the Adobe Target Business Practitioner was asked to edit the styling changes and only keep a modification that was made to change the color.

How can this task be done in the Visual Experience Composer?
* Edit the CSS style sheet of the site to add a new class for the headline.
* Navigate to the Modifications panel and delete the unrequired Actions.
* Select the headline. Edit > Text/HTML and change the text color.

QUESTION 46

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

QUESTION 47

An Adobe Target Business Practitioner (BP) is creating an Audience in Target. Which type of rule allows the BP to include users based on a category affinity?

* Network
* Visitor Profile
* Custom

QUESTION 48

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.

QUESTION 49

To create a 12-month road map, a Adobe Target Business Practitioner (BP) needs to estimate test durations for upcoming activities. One selected activity includes the following information:

* A/B Test

* Two experiences

Estimated daily traffic (visitors): 5.000

* Level of significance to constitute a win: 99%

* Minimum detectable lift: 3%

The 8P is using the Adobe Sample Size Calculator and wants to reduce the projected run time. Which two methods should be used to accomplish this task? (Choose two.)

* Adjust the audience to include 3.500 visitors per day.
* Change the number of experiences to 3.
* Change the level of significance required to constitute a win to 95%.
* Change the minimum detectable lift to 5%.

QUESTION 50

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 "SALE1′" 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.

QUESTION 51

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.

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https://www.vceprep.com/AD0-E406-latest-vce-prep.html]