

# DUMPS ARENA

## Adobe Target Business Practitioner Expert

Adobe AD0-E406

Version Demo

Total Demo Questions: 10

Total Premium Questions: 68

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**QUESTION NO: 1**

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?

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

**ANSWER: A****QUESTION NO: 2**

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.)

- A. Increase the number of combinations of offers and the number of locations.
- B. Increase the duration of the test.
- C. Reduce the number of combinations of offers and the number of locations.
- D. Reduce the duration of the test.

**ANSWER: B C****QUESTION NO: 3**

An e-commerce company wants to test a new layout on a product page.

To write a clear, concise hypothesis, which two questions should be asked? (Choose two.)

- A. What is the reason for running this test?
- B. How will success be measured?
- C. What is the current conversion rate?

D. Will any new products be added soon?

**ANSWER: A C**

#### **QUESTION NO: 4**

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?

- A. Approver access
- B. Observer access
- C. No access is required

**ANSWER: A**

#### **QUESTION NO: 5**

An Adobe Target Business Practitioner wants to create an experience for a voice assistant channel. Which composer should be used for this activity?

- A. Target API Composer
- B. Form-based Experience Composer
- C. Visual Experience Composer for assisted channels

**ANSWER: A**

#### **QUESTION NO: 6**

An A/B test has been running on a page with very high traffic for longer than the estimated duration as previously determined using the Sample Size Calculator. The confidence level is at 96%. However, the lift for the Experience B is very small, at just 0.6%.

What can be concluded for the test?

- A. Experience B is the winner at just 0.6%.

- B. The test needs to be repeated with a different Experience
- C. The test needs more time to reach a conclusion.

**ANSWER: B**

**QUESTION NO: 7**

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

- A. so that "Conversion Rate of Alternative" can be estimated pre-test
- B. because it is not possible to change your primary goal after the test has started
- C. so that "days to complete test" can be estimated pre-test
- D. to minimize risk of biased metric selection

**ANSWER: A D**

**QUESTION NO: 8 - (HOTSPOT)**

HOTSPOT

Match the variable to the effect.

The screenshot shows a quiz interface with three variables and their corresponding effects:

- Confidence Level:** Select
- Statistical Power:** Select
- Baseline Conversion Rate:** Select

Each variable has a dropdown menu with a "Select" option and a text box containing three effects:

- Increasing this variable will reduce the chance of a false positive (type 1 error) & increase activity duration
- Increasing this variable will reduce chance of a false negative (type 2 error) & increase activity duration
- The higher this variable, the more activity conversions, therefore reducing the activity duration

**ANSWER:**



**Explanation:**



**QUESTION NO: 9**

Which two pages of the Visual Experience Composer three-step guided workflow allows an Adobe Target Business Practitioner to change the audience targeting of an activity?

(Choose two.)

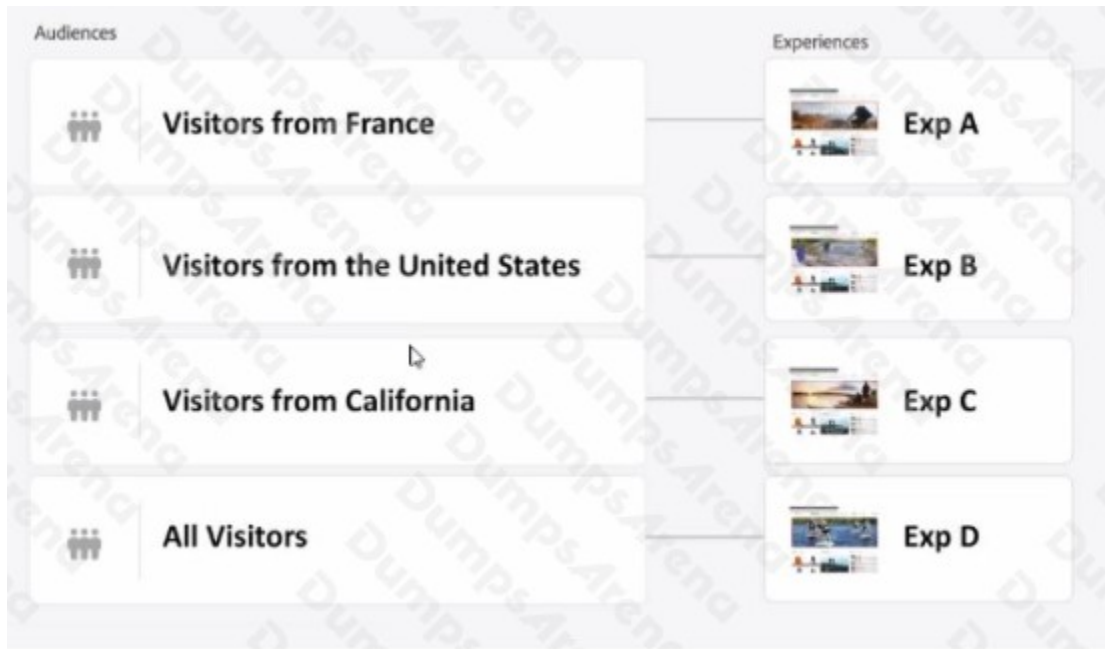
- A. Preferences
- B. Experiences
- C. Targeting

D. Setup

**ANSWER: B C**

**QUESTION NO: 10**

An entertainment site is running an Experience targeting activity audiences by geographic locations. An entrant France saw Exp A. The following day. They traveled to California (in the U.S) and visited site. Based on the following allocation which Experience would they see?



- A. Experience A
- B. Experience B
- C. Experience C
- D. Experience D

**ANSWER: C**