

DUMPS ARENA

Adobe Target Business Practitioner Renewal

Adobe AD5-E809

Version Demo

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QUESTION NO: 1

When testing an XT Activity with experiences targeted to 'US Visitors', 'Canada Visitors', and 'All Visitors', the following occurs:

The Adobe Target Business Practitioner always qualifies for the "All Visitors' Experience but is expecting to see the "US Visitors" Experience.

What might be causing this behavior? (Choose two.)

- A.** The Business Practitioner previously qualified for the "All Visitors' Experience.
- B.** The Business Practitioner's geo location does not match conditions for 'US Visitors'.
- C.** "All Visitors' n a higher priority Experience.
- D.** All Audiences must be mutually exclusive, so this Activity is invalid.

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

An Adobe Target Business Practitioner activated a new Experience Targeting activity, which is designed to show different Experiences to two Audiences based on custom profile parameters. After two days of execution, no traffic has been recorded in the reports.

What approach should be used to debug the implementation?

- A.** Clear cookies and cache of the browser, navigate to the activity page and use a privacytool browser extension to check the execution of the Adobe Target pixel.
- B.** Meet the different qualification conditions and use the web browser console, through the Network panel, to check that the custom profile parameter value changes accordingly.
- C.** Use the Experience Cloud Debugger to verify that the traffic allocation for the activity is correctly set to 50% for each Experience.

ANSWER: A**QUESTION NO: 3**

A team wants to run a test on a lead generation form. The test will analyze if reducing the number of form fields from 10 to 6 increases Product A newsletter signups. The KPI is newsletter sign-up form submits. While any lift is considered a win. if the

team realizes a 10% or greater lift, they will immediately roll out these changes across all of their newsletter sign-up forms without additional testing.

Their current hypothesis is as follows: If we make it easier for our visitors to complete our Product A newsletter sign-ups by decreasing the number of form fields by 4, we will increase newsletter sign-ups by 10%.

How could this hypothesis be improved?

- A. Be less specific with the result: the main objective of the test is an increase in form completions, not a 10% lift.
- B. Be less specific with the goal: do not list Product A because the team is hoping to implement this for all products.
- C. Be less specific with the change: do not list the decrease in the exact number of form fields.

ANSWER: A

QUESTION NO: 4

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?

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

ANSWER: B

QUESTION NO: 5

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: 6

Which two options describe the purpose of any secondary success metric? (Choose two.)

- A. Give additional understanding to interpret gains/losses of primary success metric.
- B. These metrics are only used to measure time on site and primary metrics.
- C. These metrics are only used to evaluate which audiences best respond to experiences.
- D. Ensure that primary success metric gain is not at the cost of secondary metrics.

ANSWER: A C

QUESTION NO: 7

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.)

- A. Enable Adobe Analytics for Target to check corresponding activity reports.
- B. Validate if goals and settings of the activity are set properly.
- C. Duplicate the activity and delete the first one with an issue.
- D. Diagnose activity audience qualification using debugging tools.

ANSWER: B D

QUESTION NO: 8

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?

- A. Select Copy in Styles panel.
- B. Select Duplicate and pick Copy Styles.

C. Select Duplicate from Experience panel.

ANSWER: A

QUESTION NO: 9

There is a warning message in the Visual Experience Composer (VEC) for an activity which went live two weeks ago. What is the most probable reason for the warning message?

- A. A new plugin was added to website which is not supported by Adobe Target.
- B. The Profile Script is outdated and causing issues in the VEC.
- C. The structure of the page has changed since activity was created.

ANSWER: A

QUESTION NO: 10

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