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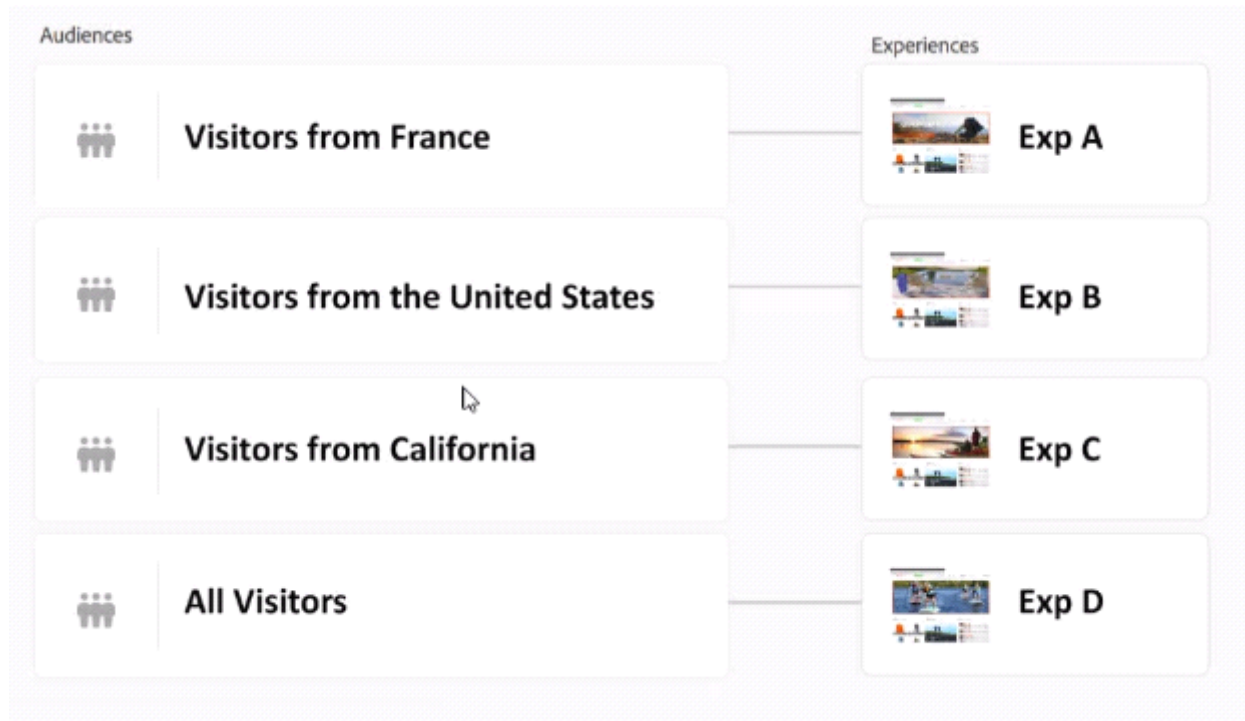
Question 1

Question Type: MultipleChoice

An entertainment site is running an Experience targeting activity audiences by geographic locations. An entrant France saw Exp

Options:

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

Question 2

Question Type: MultipleChoice

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

Options:

- 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 3

Question Type: MultipleChoice

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

Options:

A- Website

B- Email

C- Internet of Things devices

Answer:

C

Question 4

Question Type: MultipleChoice

In which two channels must Target Form-Based Experience Composer be used? (Choose two.)

Options:

- A- Emails
- B- Kiosks
- C- Single-page application
- D- Post login pages

Answer:

A, C

Question 5

Question Type: MultipleChoice

An e- com me tee 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.)

Options:

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 6

Question Type: MultipleChoice

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?

Options:

- A-** Copy the values from the code snippets and paste them into the layout panel.
- B-** Copy and paste the code snippets into the CSS Editor.

C- Ask the development team to add the code to the CSS of the site.

Answer:

A

Question 7

Question Type: MultipleChoice

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-will be annoying to the customer.

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

Options:

A- Exit rate

B- Clicks on the pop-up

C- Bounce rate

Answer:

A

Question 8

Question Type: MultipleChoice

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?

Options:

A- Approver access

B- Observer access

C- No access is required

Answer:

A

Question 9

Question Type: MultipleChoice

A client is exploring locations in an Multivariate test (MVT) activity report. Location names are shown as location 1, location 2, location 3, etc, but the client cannot remember what the locations refer to in the MVT activity.

What can the client do to resolve this issue?

Options:

- A-** Edit the activity, and rename each location in the Experiences step.
- B-** Edit the activity, and rename each location in the Goals and Settings step.
- C-** Rename each location in the MVT activity report.

Answer:

C

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