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Question 1

Question Type: MultipleChoice

What is one characteristic of strong success metrics?

Options:

- A-** They must represent the very next step in the conversion funnel so that we can confidently trace cause to effect.
- B-** They must be relevant to many use cases across the optimization program.
- C-** They must take into account the specific business objectives of each test.

Answer:

A

Question 2

Question Type: MultipleChoice

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

Options:

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

Answer:

A

Question 3

Question Type: MultipleChoice

What does Adobe Target optimize towards when running an Automated Personalization activity?

Options:

- A- One single metric
- B- The model will determine which goal to optimize
- C- Revenue per visitor

Answer:

B

Question 4

Question Type: MultipleChoice

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?

Options:

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

C- Select Duplicate from Experience panel.

Answer:

A

Question 5

Question Type: MultipleChoice

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?

Options:

- 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 6

Question Type: MultipleChoice

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?

Options:

A- Clear cookies and cache of the browser, navigate to the activity page and use a privacy-tool 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 7

Question Type: MultipleChoice

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?

Options:

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

Answer:

A

Question 8

Question Type: MultipleChoice

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?

Options:

- A-** 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.
- B-** 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.
- C-** Create an XT activity, then create a custom audience and make a rule in Geo with the list of zip codes.

Answer:

C

Question 9

Question Type: MultipleChoice

A client wants to adjust the counting methodology used in a report.

What are the three counting methodologies available in report settings, for any given report?

Options:

A- Visitors. Visits. Activity Impressions

B- Visitors. Visits, Page Views

C- Visitors. Visits. Hits

Answer:

A

Question 10

Question Type: MultipleChoice

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?

Options:

- A-** Edit the CSS style sheet of the site to add a new class for the headline.
- B-** Navigate to the Modifications panel and delete the unrequired Actions.
- C-** Select the headline. Edit > Text/HTML and change the text color.

Answer:

A

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