



Adobe AD0-E406 Practice Questions

Shared by Barron on 19-08-2026

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Question 1

Question Type: MultipleChoice

A large bank would like to test different Call To Action Buttons on their email. Which composer should they use to execute the test?

Options:

- A- Visual Experience Composer
- B- Form-Based Composer
- C- HTML Composer

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

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?

Options:

- A- Increase Revenue Per Visitor (RPV).
- B- Increase 'SALE' link clicks.
- C- Increase Thank You pages visited.

Answer:

A

Question 4

Question Type: MultipleChoice

A client is viewing a report for a Target Recommendation activity. What do the names of the experiences in the report refer to?

Options:

- A- Names of the criteria used
- B- Names of the collections used
- C- Names of activities tested

Answer:

C

Question 5

Question Type: MultipleChoice

A Target Business Practitioner (BP) is creating an Audience in a new installation of Target Standard. The BP wants to include users who entered a site on a specific URL.

Which type of audience rule should the BP use?

Options:

- A- Traffic Sources
- B- Site Pages
- C- Target Library

Answer:

C

Question 6

Question Type: MultipleChoice

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.)

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 7

Question Type: MultipleChoice

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

Options:

- 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 8

Question Type: MultipleChoice

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?

Options:

- 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 9

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

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Answer:

C

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