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Question 1

Question Type: MultipleChoice

An airline company wants to deliver different personalized offers for its desktop and mobile phone customers. An Adobe Target Business Practitioner must define target audience for this requirement.

Which audience criteria should be recommended for this activity?

Options:

- A-** Desktop audience rule: 'Is Mobile Device = False' Mobile audience rule: 'Is Mobile Device = True'
- B-** Desktop audience rule: 'Is Mobile Device = False' Mobile audience rule: 'Is Mobile Phone = True'
- C-** Desktop audience rule: 'Is Mobile Device = True' Mobile audience rule: 'Is Mobile Phone - True'

Answer:

A

Question 2

Question Type: MultipleChoice

In which scenario should an Adobe Target Business Practitioner recommend using an Adobe Analytics segment for an Adobe Target Activity?

Options:

- A-** The audience requirement cannot be met using pre-built audiences in Adobe Target.
- B-** An audience qualification window of 180 days is required, and it would be impractical to wait this long for a newly-created profile parameter to populate.
- C-** Visitor data collected before the Target Activity runs are required for audience targeting.

Answer:

A

Question 3

Question Type: MultipleChoice

Which option should an Adobe Target Business Practitioner recommend between Adobe Analytics and Adobe Target as the Reporting Source for an Activity?

Options:

- A- Analytics is the recommended option, because it achieves one single source of data.
- B- Target is the recommended option, since the reporting data is available within 4 minutes.
- C- The recommended option depends on the specific reporting requirements.

Answer:

A

Question 4

Question Type: MultipleChoice

The product team wants to determine whether a 'viewed also viewed' or bought also bought' Recommendations logic would drive product views.

What is the correct way to test both Recommendations Criteria?

Options:

- A- Create a new Recommendations activity, and in the Targeting page change the Control traffic allocation to 50%.
- B- Create a new A/B test activity, and in the Targeting page select the two Criteria.
- B- Create a new Recommendations activity, and in the Experiences page pop-up select the two Criteria.

Answer:

A

Question 5

Question Type: MultipleChoice

Which two statements are true when describing Automated Personalization (Choose two.)

Options:

- A- Target automatically users all Adobe Experience Cloud shared audience to build the personalization models.
- B- A visit is eligible for a new experience upon each page view.
- C- The model is always "spending" a small fraction of traffic to continue learning.
- D- The underlying models are re-built every hour using the latest visitor behavior data.

Answer:

A, D

Question 6

Question Type: MultipleChoice

When running a test the marketing manager sees that the test has reached a confidence level of 87% and has a 4.2% lift. Excited for the success, the manager wants to stop the test, accept the results, and move on to a new test.

What advice should be given to the manager about ending the test at this point?

Options:

- A-** Let the test run because there is sufficient evidence that there is a difference in conversion.
- B-** Let the test run because there is weak evidence that there is a difference in rates.
- C-** Stop the test because there is a strong evidence that there is a difference in conversion.

Answer:

A

Question 7

Question Type: MultipleChoice

A marketing team of an online retail company wants to run an A/B test that serves a tailored experience to each visitor, based on their individual customer profile and the behavior of previous visitors with similar profiles.

Which traffic allocation option should be suggested for this scenario?

Options:

A- Auto-allocate

B- Auto-target

C- Manual allocation and later switch it to Auto-allocate

Answer:

B

Question 8

Question Type: MultipleChoice

An organization ran a test with Adobe Analytics as a reporting source. The activity design further enhances a very popular filtering feature on their site. When carrying out an early analysis of the results, they noticed that it is not performing as well as expected.

What should they do to determine if this is due to novelty effect?

Options:

- A-** Find a metric that is impacted positively by the change, and make this the primary metric.
- B-** Segment the results by new and returning visitors, and compare their usage.
- C-** Alter the traffic distribution to reduce the volume of traffic to the underperforming experience.

Answer:

A

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