Question 1

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 2

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 mam 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 3

Question Type: MultipleChoice

A marketer has a number of alternative image assets available and they would like to use machine learning to decide the most appropriate image to deliver to each individual visitor, based on real-time behavioral data.

Which activity type should an Adobe Target Business Practitioner recommend using?

Options:

A- Automated Personalization

B- Experience Targeting

C- An A/B test using auto-allocate

Answer:

C

Question 4

Question Type: **MultipleChoice**

As part of a large scale marketing campaign, an activity must run for 10 days. It will start at 3:00 am on a specific date and end 10 days later at 3:00 am. What is the easiest way to ensure this activity starts and ends automatically?

A- Add a Time Frame audience rule.

B- Schedule a duration and activate.

C- Trigger an alert and activate.

Answer:

B

Question 5

Question Type: MultipleChoice

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?

Options:

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 6

A product owner at a bank manages six different credit cards.

The product owner wants to run a test that helps users easily compare credit card features to help the user feel more confident to complete an application. The mam KPI of the test is application completions.

Which hypothesis matches the request?

Options:

A- Offering an opportunity to easily compare the last three viewed credit cards on a product comparison page by placing a 'compare

recently-viewed credit cards' link in the hero will increase application completions.

B- Offering an opportunity to easily compare the features of three credit cards of the user's choice on the product comparison page by placing a 'select three cards to compare' link in the hero will increase application completions.

C- Offering an opportunity to easily compare the three most popular credit cards on a product comparison page by placing a 'compare our most popular cards' link in the hero will increase application starts.

Answer:

B

Question 7

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 8

Question Type: **MultipleChoice**

A media company would like to create activities that value pages based on page type. The home page is worth ten cents per view and article pages are worth five cents per view.

Which metric should be used in order to track these different values on these pages?

Options:

A- Revenue Per Visitor (RPV)

B- Average Order Value (AOV)

C- Custom Scoring

Answer:

A