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Adobe Target Business Practitioner Renewal

Adobe AD5-E809

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QUESTION NO: 1

A test will run for 40 days with a significance level of 95% and a minimum detectable lift of 2.5%. Which adjustment should be recommended to reduce the test duration?

- A. Increase the minimum detectable lift
- B. Increase the number of Offers.
- C. Increase the confidence level.

ANSWER: A

Explanation:

QUESTION NO: 2

When testing an XT Activity with experiences targeted to 'US Visitors', 'Canada Visitors', and 'All Visitors', the following occurs:

The Adobe Target Business Practitioner always qualifies for the 'All Visitors' Experience but is expecting to see the 'US Visitors' Experience.

What might be causing this behavior? (Choose two.)

- A. The Business Practitioner previously qualified for the 'All Visitors' Experience.
- B. The Business Practitioner's geo location does not match conditions for 'US Visitors'.
- C. 'All Visitors' is a higher priority Experience.
- D. All Audiences must be mutually exclusive, so this Activity is invalid.

ANSWER: A C

QUESTION NO: 3

An Multivariate test has been running for a couple of weeks, but there is no data shown in the activity report. Which two steps should be recommended to troubleshoot the issue with the activity? (Choose two.)

- A. Enable Adobe Analytics for Target to check corresponding activity reports.

- B. Validate if goals and settings of the activity are set properly.
- C. Duplicate the activity and delete the first one with an issue.
- D. Diagnose activity audience qualification using debugging tools.

ANSWER: B D

QUESTION NO: 4

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

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

ANSWER: C

QUESTION NO: 5

Which two options describe the purpose of any secondary success metric? (Choose two.)

- A. Give additional understanding to interpret gains/losses of primary success metric.
- B. These metrics are only used to measure time on site and primary metrics.
- C. These metrics are only used to evaluate which audiences best respond to experiences.
- D. Ensure that primary success metric gain is not at the cost of secondary metrics.

ANSWER: A C

QUESTION NO: 6

A company has been using Adobe Analytics for three years to monitor website Key Performance Indicators (KPI) and is now considering using Adobe Target to report on activities.

In which two cases should an Adobe Target Business Practitioner suggest utilizing Adobe Analytics as the reporting source for Target activities? (Choose two.)

- A. If the existing Adobe Analytics implementation already collects all the required data
- B. When it is mandatory to have a single source of data
- C. If the main requirement is to be able to collect data in real-time
- D. If an Adobe Target "clicked an element" success metric is required

ANSWER: A D

QUESTION NO: 7

An A/B test was conducted to test different variations of copy on the homepage. During the analysis of the results, it was identified that different copy resonated better with different audiences.

Which activity type should an Adobe Target Business Practitioner recommend using to ensure that the most effective copy is displayed to the right audience?

- A. Multivariate Test
- B. Recommendations
- C. Experience Targeting

ANSWER: C

QUESTION NO: 8

Which two pages of the Visual Experience Composer three-step guided workflow allows an Adobe Target Business Practitioner to change the audience targeting of an activity?

(Choose two.)

- A. Preferences
- B. Experiences
- C. Targeting
- D. Setup

ANSWER: B C

QUESTION NO: 9

The optimization team is planning their next 3-month experimentation roadmap for the homepage. They have the following candidates:

A - 8 weeks to build, another estimated 8 weeks to complete (run), and a projected 20% lift in conversion rate. B - 5 weeks to build, another estimated 7 weeks to complete (run), and a projected 25% lift in conversion rate. C - 5 weeks to build another estimated 3 weeks to complete (run), and a projected 15% lift in conversion rate. D - Requires no development team resource, an estimated 7 weeks to complete (run), and a projected 10% lift in conversion rate.

Providing all the estimations are correct and the development team can only build one test at a time, how should they plan their roadmap?

- A. Run D then C
- B. Run B
- C. Run D then A.

ANSWER: A

QUESTION NO: 10

What is one characteristic of strong success metrics?

- 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