



# AD0-E406<sup>Q&As</sup>

Adobe Target Business Practitioner Expert

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### QUESTION 1

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

- 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.

Correct Answer: A

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### QUESTION 2

When using the traffic estimator in an Multivariate test, which two things can be done if there is not sufficient traffic for the activity? (Choose two.)

- A. Increase the number of combinations of offers and the number of locations.
- B. Increase the duration of the test.
- C. Reduce the number of combinations of offers and the number of locations.
- D. Reduce the duration of the test.

Correct Answer: BC

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### QUESTION 3

An A/B test has been running for several weeks. Which finding can be used to determine a winner?

- A. A confidence level of 95% has been achieved, and the conditions in the Sample Size Calculator have been met.
- B. There is a positive lift and the test duration has exceeded the expected time in the Sample Size Calculator.
- C. The conversion rate for the test experience is greater than that of the control.

Correct Answer: B

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### QUESTION 4

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?

- 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.

Correct Answer: C

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#### QUESTION 5

Three weeks after activation of an A/B activity with four experiences (A, B, C, D) using Auto-allocate, it was observed that Experience C is receiving 1 % of traffic. To speed up the process of determining a winner of the test, what is a best practice for an Adobe Target Business Practitioner to follow?

A. Do nothing. Auto-allocate will do this.

B. Deactivate the activity and create a new one with only A, B, D experiences.

C. Switch the test to manual allocation and allocate 0% of traffic to Experience C.

Correct Answer: B

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