



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

Adobe Target Business Practitioner Expert

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**QUESTION 1**

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 main KPI of the test is application completions.

Which hypothesis matches the request?

- 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.

Correct Answer: B

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**QUESTION 2**

An activity should be exposed to visitors who have viewed at least three products within a single category. There is a profile script that sets user.3pvs for visitors that qualify. How should the Adobe Target Business Practitioner make sure that the profile script is properly qualifying visitors who have viewed at least three products?

- A. Create audience with user.3pvs and a QA query parameter, then attempt to qualify by browsing the site.
- B. Create audience with user.3pvs and a QA query parameter, then attempt to qualify via preview links.
- C. Create audience with QA query parameter, then attempt to qualify by browsing the site.

Correct Answer: B

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**QUESTION 3**

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

Correct Answer: C

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**QUESTION 4**



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 5

A sporting equipment organization is running an A/B test with the aim of increasing revenue. The activity is testing featuring either Hiking or Mountain Climbing products in the home page hero banner. Click through rate (CTR) to the product category pages is the only success metric.

In this scenario. what is the problem with using CTR as the only success metric?

- A. The CTR metric is an unreliable indicator of success and should not be used as a primary or secondary success metric
- B. The CTR metric is not reliable for this activity as it does not account for the impact of seasonality.
- C. The test could produce a statistically significant lift in CTR but does not consider the impact on revenue.

Correct Answer: A

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