



AD0-E406^{Q&As}

Adobe Target Business Practitioner Expert

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QUESTION 1

What is the main purpose of the Preview functionality within the Visual Experience Composer when creating a Multivariate test activity?

- A. To determine if the activity will get enough traffic providing a hypothetical duration, estimated visitors, and the typical conversion rate
- B. To visualize the different combinations and decide which ones to include/exclude in the experiment
- C. To visualize the different combinations and decide whether to use the Full Fractional or Fractional Factorial algorithm for traffic allocation

Correct Answer: A

QUESTION 2

What does Adobe Target optimize towards when running an Automated Personalization activity?

- A. One single metric
- B. The model will determine which goal to optimize
- C. Revenue per visitor

Correct Answer: B

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

QUESTION 4

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.

Correct Answer: A

QUESTION 5

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?

- 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.
- C. Create a new Recommendations activity, and in the Experiences page pop-up select the two Criteria.

Correct Answer: A

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