Adobe
AD0-E408
Adobe Target Business Practitioner Professional

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Question: 1

When optimizing a website for lead generation via Adobe Target, which success metric aligns best with the Key Performance Indicator (KPI) of capturing user information?
Response:

A. Total sessions
B. Scroll depth
C. Time spent on the homepage
D. Form submission rate

Answer: D

Question: 2

What is the potential impact of using the !important CSS property when working with the Visual Experience Composer (VEC)?
Response:

A. It enhances the reliability of experiences.
B. It overrides changes made by target.js during delivery.
C. It ensures proper functioning of iFrames.
D. It is recommended for hiding or removing elements.

Answer: B

Question: 3

Which syntax is used for Geo location variables that are used as tokens in Adobe Target activities?
Response:

A. ${profile.geolocation.country}
B. profile.geolocation.country
C. [profile.geolocation.country]
D. ${geo.location.country}

Answer: A

Question: 4

In the process of implementing personalization strategies through Adobe Target, why is the phase of identifying personalization opportunities crucial for testing and roadmap creation?
Response:

A. Developing freeform tables to facilitate in-depth data analysis
B. Coordinating the design and execution of personalized content in Adobe Target
C. Formulating actionable insights in the form of hypotheses
D. Evaluating and benchmarking the personalization approaches of competitors

Answer: C

Question: 5

Why should changing the reporting source after an activity goes live be avoided when configuring "Reporting Settings" in Adobe Target?
Response:

A. It will duplicate the same report.
B. It will change all reporting settings.
C. It will keep reports consistent.
D. It will delete historical data.

Answer: C

Question: 6

In Adobe Target, if an analyst wants to exit Quality Assurance (QA) mode manually, which approach can be utilized?
Response:

A. Integrate "?at_exit_mode=qa" into the URL
B. Append "?qa_exit=true" to the URL
C. Include "?at_preview_token=" without any value to the URL
D. Attach "?qa_mode=false" to the URL

Answer: C

Question: 7

An Adobe Target Business Practitioner has a standard A/B test that causes an inherent cost because it is spending traffic to measure performance of each experience individually to determine the winning experience. Which solution is suggested to reduce the cost?
Response:

A. Auto-Allocation
B. Multivariate Testing
C. Auto-Target
D. Personalization Algorithm

Answer: A

Question: 8

How much time will it take to activate an Adobe Target activity and then propagate to UI using API methods?
Response:

A. 10 minutes
B. 5 minutes
C. 2 minutes
D. 15 minutes

Answer: A

Question: 9

During the development of an activity, a target specialist identified that the required audience was not pre-existing and had to be created solely for that activity. Furthermore, the specialist aimed to prevent unnecessary congestion in the audience library.
What strategy could be employed to generate the necessary audience?
Response:

A. Create audiences
B. Create an activity-only audience
C. Create reporting audience
D. Combine multiple audiences

Answer: B

Question: 10

Management at a subscription-based service is concerned about the churn rate among its existing customers. After analyzing customer data, they notice that users who do not engage with the latest content have a higher likelihood of canceling their subscriptions.
What optimization strategies in Adobe Target could address this issue?
Response:

A. Increase the subscription prices for premium content
B. Implement a gamification feature on the website
C. Launch a social media campaign to attract new users
D. Test variations of the content recommendation algorithm

Answer: D

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