

Adobe AD0-E410

Adobe Target Optimization Specialist Professional

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Latest Version: 6.0

Question: 1

Which Adobe Target Activity type enables companies to quickly compare two versions of content and experiences?

- A. A/B
- B. Multivariate
- C. Experience Targeting
- D. Recommendations

Answer: A

Question: 2

The Visual Experience Composer (VEC) allows you to overlay which of the following?
Select three answers.

- A. Images
- B. HTML
- C. Links
- D. Modifications
- E. Profile Scripts

Answer: A,C,D

Question: 3

Where can you view all created audiences within Adobe Target?

- A. Reports tab
- B. Activity Summary panel
- C. Audiences Library
- D. Analytics for Target (A4T)

Answer: C

Question: 4

How is the New Visitors metric counted in Adobe Target?

- A. First visit to the site
- B. First visit to the site since clearing cookies
- C. First visit to the site since the visitor profile lifetime expired
- D. First visit to the site since reaching the conversion metric
- E. First visit to the site in a different audience

Answer: A,B,C

Question: 5

To identify users coming from the Google search engine, which of the following Adobe Target attributes would be used?

- A. Traffic Sources
- B. Browsers
- C. Network
- D. Site Page

Answer: A

Question: 6

Which of the following are audience attributes in Adobe Target?

- A. IP Address
- B. Device
- C. Geo
- D. Browser
- E. Demographics

Answer: B,C,D

Question: 7

A retail client integrated Adobe Target with Adobe Analytics and is running an experiment targeting different homepage banners based on device type. The marketing analyst wants to compare the performance across mobile, tablet, and desktop visitors. What should they use to generate this insight?

- A. Create separate Adobe Target activities for each device type
- B. Use device type as a breakdown dimension in A4T reports
- C. Manually tag device information in the HTML content
- D. Set unique mbox calls per device experience

Answer: B

Question: 8

Which statements about using Adobe Analytics as a Data Source for Adobe Target (A4T) are true?

- A. The reporting source can be Adobe Target or Adobe Analytics.
- B. Activity data can be sent to more than one report suite in Adobe Analytics.
- C. Adobe Analytics calculated metrics can be used as a goal in Adobe Target.
- D. A primary goal must be selected for an activity to be saved.

Answer: A,D

Question: 9

In what scenario is it most appropriate to run an Automated Personalization Activity?

- A. As an Activity that records data in the background with minimal collisions.
- B. In situations or strategies that require the least amount of time to give a successful return.
- C. In situations that require a lot of time to gather and analyze a sizable amount of data.
- D. In every situation in which a Multivariate Activity is useful.

Answer: A

Question: 10

What options are available to end an A/B Activity?
Select two answers.

- A. Manual deactivation
- B. Schedule a duration
- C. When an event is triggered
- D. Upon Machine Learning recommendation

Answer: A,B

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