

Pass Guaranteed Adobe - AD0-E408 - Adobe Target Business Practitioner Professional Authoritative Exam Passing Score



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Adobe AD0-E408 Exam Syllabus Topics:

Section	Weight	Objectives
Troubleshooting	8%	- Activity and implementation issues 1. Debugging tools (e.g., Experience Cloud Debugger) 2. Activity qualification issues
		- Measurement and reporting issues 1. Reporting discrepancies 2. Metric validation

Configuring, Executing, and Managing 50%		- Testing and activity types
		• 1. Experience Targeting (XT) • 2. Automated Personalization (AP) • 3. Multivariate Testing (MVT) • 4. A/B testing activities • 5. Recommendations activities
		- Audience and activity management
		• 1. QA and troubleshooting activities • 2. Set goals and activity settings • 3. Create and manage audiences
Analyzing and Reporting 16%		- Experience creation and management
		• 1. Form-Based Experience Composer • 2. Visual Experience Composer (VEC) • 3. Activity workflow in Adobe Target
		- Advanced reporting
		• 1. Multivariate test reporting • 2. Automated Personalization reporting • 3. Experience performance reports
Planning and Strategy 31%		- Reporting fundamentals
		• 1. A/B testing best practices • 2. Report configuration settings • 3. Sample size calculator usage
		- Business KPI identification and analysis
		• 1. Identify business KPIs • 2. Define primary and secondary success metrics • 3. Identify optimization opportunities from KPI/data scenarios • 4. Construct test hypotheses
		- Audience and testing strategy
		• 1. Assess audience requirements • 2. Understand variables impacting activities

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Adobe AD0-E408 Latest Study Notes - Formal AD0-E408 Test

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Adobe Target Business Practitioner Professional Sample Questions (Q46-Q51):

NEW QUESTION # 46

What factors can cause mismatches in Adobe Target reports? (Select two.)

- A. Delayed activity activation
- B. Misconfigured reporting sources

- C. Low sample size
- D. Overlapping test audiences

Answer: B,C

NEW QUESTION # 47

An Adobe Target Business Practitioner has designed an A/B test for a leading e-commerce company to evaluate the effectiveness of a new website layout aimed at improving user engagement and conversion rates. The company is eagerly awaiting the results to make data-driven decisions. Consequently, the marketing team is actively monitoring the A/B test during its execution to stay informed and potentially make swift adjustments. Despite this, the practitioner has cautioned against continuous monitoring of the A/B test results.

What could be the rationale behind this advice?

- A. It may introduce bias and impact the reliability of the results.
- B. Continuous monitoring ensures a higher statistical power.
- C. It accelerates the identification of true differences in conversion rates.
- D. Continuous monitoring increases the overall duration of the test.

Answer: A

NEW QUESTION # 48

Which elements should a test hypothesis include? (Select two.)

- A. Test objective assumptions
- B. Data analysis tools
- C. Measurable outcomes
- D. Budget allocation

Answer: A,C

NEW QUESTION # 49

Which Adobe Target feature enables the removal of visitors from an experience once they attain a specific success metric?

- A. Access the success metric tab and deselect the option for visitor inclusion upon achievement
- B. Utilize the sidebar menu to directly exclude visitors after encountering a success metric
- C. Enable the option to exclude visitors from the activity upon encountering the defined success metric
- D. Click on the visitor profile and manually remove them from the campaign upon reaching the success metric

Answer: C

NEW QUESTION # 50

The Product POD team from a retail industry is planning to launch a new product and wants to test different variations of the product's landing page. However, they're concerned about the potential negative effects on user experience.

How can the target expert mitigate this risk while conducting the test?

- A. Pause the test if there is a significant drop in conversion rates
- B. Implement the variations only during off-peak hours
- C. Test the variations on a different website before implementing them on the main site
- D. Only show the new variations to a small subset of visitors

Answer: D

NEW QUESTION # 51

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