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## Adobe Target Business Practitioner Professional Sample Questions (Q108-Q113):

### NEW QUESTION # 108

A practitioner notices that an MVT report shows significant lift for certain combinations but very low confidence levels. What could be the cause?

- A. Incorrect success metrics configuration

- B. High overlap in audience segments
- C. Outdated reporting settings
- D. Low traffic to some combinations

**Answer: D**

#### NEW QUESTION # 109

Which steps can improve the reliability of A/B Test results? (Select two.)

- A. Use a single variation to simplify data analysis
- B. Change traffic allocation dynamically during the test
- C. Run the test until statistical significance is achieved
- D. Define success metrics before starting the test

**Answer: C,D**

#### NEW QUESTION # 110

Which Adobe Target test enables the simultaneous testing of multiple elements?

- A. Automated Personalization
- B. Multivariate Testing
- C. Auto-Target
- D. Auto Allocate

**Answer: B**

#### NEW QUESTION # 111

A practitioner wants to test whether displaying user reviews on product pages improves conversions. The test audience includes visitors who viewed a product detail page in the last 7 days.

What is the primary metric for this test?

- A. Conversion Rate
- B. Page Views
- C. Add-to-Cart Rate
- D. Time on Page

**Answer: A**

#### NEW QUESTION # 112

Which variable is most likely to influence the duration of an activity based on the Adobe Sample Size Calculator?

- A. Bounce Rate
- B. Traffic Volume
- C. Confidence Interval
- D. Page Load Speed

**Answer: B**

#### NEW QUESTION # 113

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