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## Adobe Target Business Practitioner Professional Sample Questions (Q65-Q70):

### NEW QUESTION # 65

What happens if an mbox request fails to return content?

- A. The activity stops
- B. The page breaks

- C. The visitor is excluded permanently
- **D. Default content is shown**

**Answer: D**

#### **NEW QUESTION # 66**

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

**Answer: D**

#### **NEW QUESTION # 67**

A practitioner notices that an MVT report shows significant lift for certain combinations but very low confidence levels.

What could be the cause?

- **A. Low traffic to some combinations**
- B. High overlap in audience segments
- C. Outdated reporting settings
- D. Incorrect success metrics configuration

**Answer: A**

#### **NEW QUESTION # 68**

If a visitor does not see the Auto-Target activity and converts, does the conversion count in the activity report?

- A. Conversions are counted, but they are assigned to a separate "unseen conversions" metric within the activity.
- **B. No, only visitors who qualify for and view the Auto-Target activity are counted in reporting.**
- C. Only if the visitor sees the activity within the same session, the conversion is counted.
- D. Yes, all conversions from that visitor are attributed to the Auto-Target activity.

**Answer: B**

#### **NEW QUESTION # 69**

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?

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

**Answer: C**

#### **NEW QUESTION # 70**

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