

Quiz Adobe - AD0-E408 - Adobe Target Business Practitioner Professional Pass-Sure Reliable Dumps Ppt



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Adobe Target Business Practitioner Professional Sample Questions (Q128-Q133):

NEW QUESTION # 128

When creating a Recommendations activity using the Form-Based Experience Composer, what step is different from other activity types?

- A. Naming the activity
- B. Selecting a location

- C. Specifying the content type
- **D. Choosing audience refinements**

Answer: D

NEW QUESTION # 129

What might cause a Target activity not to qualify for certain visitors?

- **A. Incorrect audience targeting**
- B. Incorrect reporting source
- C. Unoptimized content layout
- D. Low conversion rates

Answer: A

NEW QUESTION # 130

Which metric should be monitored when troubleshooting discrepancies in A/B Test reporting?

- **A. Sample size**
- B. Page views
- C. Bounce rate
- D. Conversion rate

Answer: A

NEW QUESTION # 131

A retail site runs an A/B Test to evaluate whether a "Free Shipping" banner increases conversion rates. The initial report shows no significant lift in conversions.

What should the Business Practitioner do next?

- A. Cancel the test and launch a new variation
- **B. Extend the test duration to gather more data**
- C. Replace the banner with a different promotional message
- D. Reassign the audience to increase traffic volume

Answer: B

NEW QUESTION # 132

Which activity type is best suited for testing multiple combinations of elements simultaneously?

- A. Recommendations
- B. A/B Test
- C. Experience Targeting
- **D. Multivariate Test (MVT)**

Answer: D

NEW QUESTION # 133

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