

Quiz AD0-E408 - Adobe Target Business Practitioner Professional Marvelous Certification Exam Infor



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Adobe Target Business Practitioner Professional Sample Questions (Q90-Q95):

NEW QUESTION # 90

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

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

Answer: B

NEW QUESTION # 91

Which action describes the way to use A/B testing?

- A. Calculate the sample size after the test is started.
- B. Adjust the confidence interval before the test is launched.
- C. Adjust the confidence level when completing pre-test segmentation.
- **D. Wait for the calculated sample size to be reached before stopping the test.**

Answer: D

NEW QUESTION # 92

Which criteria are essential for defining a test's success metrics? (Select two.)

- A. Metrics must include all possible user behaviors.
- **B. Metrics must be aligned with business objectives.**
- **C. Metrics must be related to test variables.**
- D. Metrics must have predefined visualization types.

Answer: B,C

NEW QUESTION # 93

What should be considered when assessing audience requirements for an activity? (Select two.)

- A. Internal Testing Logs
- **B. Geographic Location**
- **C. Demographics**
- D. Browser Cookies

Answer: B,C

NEW QUESTION # 94

A practitioner creates an A/B Test with two variations but realizes during QA that one variation fails to load for a specific audience segment.

What should the practitioner do?

- A. Launch the test and monitor the segment's performance
- **B. Modify the experience for the segment and rerun QA**
- C. Remove the segment and run the test
- D. Cancel the test entirely

Answer: B

NEW QUESTION # 95

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