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### **Adobe Target Business Practitioner Professional Sample Questions (Q86-Q91):**

**NEW QUESTION # 86**

A target expert was running an A/B test on the website's checkout page to compare two different call-to-action button colors. After a week of running the test, the developer noticed that both variations have similar conversion rates. What course of action would be advisable in this situation?

- A. End the test and keep the original button color
- **B. Extend the test duration to gather more data**
- C. Implement both button colors permanently for different user segments
- D. Test additional variations of button text along with the colors

**Answer: B**

#### **NEW QUESTION # 87**

What is the purpose of the Automated Segments report in Automated Personalization?

- A. It compares the performance of different offers within the Automated Personalization activity.
- B. It shows how different attributes influence the model's decision to personalize content.
- C. It provides insights into the aggregate performance of control and targeted traffic.
- **D. It displays how different visitor segments respond to the offers in the Automated Personalization activity.**

**Answer: D**

#### **NEW QUESTION # 88**

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

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

**Answer: A**

#### **NEW QUESTION # 89**

Which target activity identifies the winner but does not differentiate among the losers?

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

**Answer: C**

#### **NEW QUESTION # 90**

An Adobe Target Business Practitioner has a standard A/B test that causes an inherent cost because it is spending traffic to measure performance of each experience individually to determine the winning experience. Which solution is suggested to reduce the cost?

- **A. Auto-Allocation**
- B. Personalization Algorithm
- C. Auto-Target
- D. Multivariate Testing

**Answer: A**

#### **NEW QUESTION # 91**

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