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Adobe Target Business Practitioner Professional Sample Questions (Q41-Q46):

NEW QUESTION # 41

What is the purpose of MBox Trace in the Experience Cloud Debugger when debugging Target activities?

- A. It authenticates the analyst's Adobe ID for accessing Experience Cloud services.
- B. It provides detailed information about the browser's debugging tools.
- C. It assists in quickly identifying qualified Target activities and understanding visitor profiles.
- D. It allows the analyst to view the website's source code for debugging purposes.

Answer: C

NEW QUESTION # 42

What factors can cause mismatches in Adobe Target reports? (Select two.)

- A. Misconfigured reporting sources
- B. Delayed activity activation
- C. Overlapping test audiences
- D. Low sample size

Answer: A,D

NEW QUESTION # 43

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

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

Answer: A

NEW QUESTION # 44

Management at a subscription-based service is concerned about the churn rate among its existing customers. After analyzing customer data, they notice that users who do not engage with the latest content have a higher likelihood of canceling their subscriptions. What optimization strategies in Adobe Target could address this issue?

- A. Test variations of the content recommendation algorithm
- B. Implement a gamification feature on the website
- C. Increase the subscription prices for premium content
- D. Launch a social media campaign to attract new users

Answer: A

NEW QUESTION # 45

What are key steps when creating an A/B Test in Adobe Target? (Select two.)

- A. Run the test without QA
- B. Configure variations of the page elements
- C. Define the activity name and audience
- D. Use default metrics for the test

Answer: B,C

NEW QUESTION # 46

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