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QUESTIONS & ANSWERS
DEMO VERSION
(LIMITED CONTENT)

Question 1

Question Type: MultipleChoice

A home improvement videos website has an advertising-supported revenue model. Videos begin with a sponsor's advertisement. The task is to administer a test on the home page to determine which experiences drive video engagement.

Based on this scenario, what is the most appropriate optimization goal for this test?

Options:

A- Bounce rate
B- Video views per visit
C- Site registration rate

Answer:

A

Question 2

Question Type: MultipleChoice

An A/B test was conducted to test different variations of copy on the homepage. During the analysis of the results, it was identified that different copy resonated better with different audiences.

Which activity type should an Adobe Target Business Practitioner recommend using to ensure that the most effective copy is displayed to the right audience?

Options:

A- Multivariate Test
B- Recommendations
C- Experience Targeting

Answer:

C

Question 3

The optimization team has deactivated a test and wants to analyze the results. After navigating to the reporting interface, they notice that they cannot see any data m the report. The team can confirm that the experiences were successfully delivered to users.

What is a likely cause of this problem?

Options:

A- When configuring the activity, the team selected the do not record data' setting.

B- The user does not have Editor access and therefore cannot view reports.

C- The incorrect environment (host group) is selected by default.

Answer:

A

Question 4

A large bank would like to test different Call To Action Buttons on their email. Which composer should they use to execute the test?

Options:

A- Visual Experience Composer

B- Form-Based Composer

C- HTML Composer

Answer:

A

Question 5

Question Type: MultipleChoice

What is one characteristic of strong success metrics?

Options:

A- They must represent the very next step in the conversion funnel so that we can confidently trace cause to effect.

B- They must be relevant to many use cases across the optimization program.

C- They must take into account the specific business objectives of each test.

Answer:

A

Question 6

Question Type: MultipleChoice

A company has been using Adobe Anal/tics for thtee years to monitor website Key Performance Indicators (KPI) and is now considering using Adobe Target to report on activities.

In which two cases should an Adobe Target Business Practitioner suggest utilizing Adobe Analytics as the reporting source for Target activities? (Choose two.)

Options:

A- If the existing Adobe Analytics implementation already collects all the required data

B- When it is mandatory to have a single source of data

C- If the main requirement is to be able to collect data in real-time

D- If an Adobe Target 'clicked an element' success metric is required

Answer:

A, D

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