

Exam : **AD0-E408**

Title : Adobe Target Business
Practitioner Professional

Version : DEMO

1.Which variable is most likely to influence the duration of an activity based on the Adobe Sample Size Calculator?

- A. Confidence Interval
- B. Bounce Rate
- C. Traffic Volume
- D. Page Load Speed

Answer: C

2.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. Test additional variations of button text along with the colors
- C. Extend the test duration to gather more data
- D. Implement both button colors permanently for different user segments

Answer: C

3.An e-commerce website utilizes Adobe Target to deliver personalized experiences to specific customer segments.

Which business Key Performance Indicator (KPI) would be most pertinent for evaluating the effectiveness of these personalized experiences?

- A. The total number of clicks on personalized content
- B. The incremental revenue generated from the targeted customer segments
- C. The overall count of visitors to the website during the campaign
- D. The average time spent navigating through the product pages

Answer: B

4.Which composer is recommended for creating personalized experiences without coding?

- A. Visual Experience Composer
- B. Form-Based Experience Composer
- C. Data-Driven Composer
- D. Target Experience Manager

Answer: A

5.A practitioner notices that an MVT report shows significant lift for certain combinations but very low confidence levels.

What could be the cause?

- A. Low traffic to some combinations
- B. Incorrect success metrics configuration
- C. Outdated reporting settings
- D. High overlap in audience segments

Answer: A