



Free Questions for [AD0-E406](#) by [actualtestdumps](#)

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Question 1

Question Type: MultipleChoice

The optimization team is planning their next 3-month experimentation roadmap for the homepage. They have the following candidates:

A - 8 weeks to build, another estimated 8 weeks to complete (run), and a projected 20% lift in conversion rate. B - 5 weeks to build, another estimated 7 weeks to complete (run), and a projected 25% lift in conversion rate. C - 5 weeks to build another estimated 3 weeks to complete (run), and a projected 15% lift in conversion rate. D - Requires no development team resource, an estimated 7 weeks to complete (run), and a projected 10% lift in conversion rate.

Providing all the estimations are correct and the development team can only build one test at a time, how should they plan their roadmap?

Options:

A- Run D then C

B- Run B

C- Run D then A.

Answer:

A

Question 2

Question Type: MultipleChoice

When testing Experience B in an A/B Activity with a QA link, the analyst does not see the targeted content for Experience B. What could be the reason?

Options:

- A-** The Activity is not live, so the QA link does not show content for Experience B, because the Activity is currently being edited.
- B-** The 'Match Audience Rules to See Experiences' setting is enabled, and the analyst does not qualify for Experience B.
- C-** The Activity is live, so the QA link does not show content for Experience B, because it would invalidate reporting data.

Answer:

A

Question 3

Question Type: MultipleChoice

What is the main purpose of the Preview functionality within the Visual Experience Composer when creating a Multivariate test activity?

Options:

- A-** To determine if the activity will get enough traffic providing a hypothetical duration, estimated visitors, and the typical conversion rate
- B-** To visualize the different combinations and decide which ones to include/exclude in the experiment
- C-** To visualize the different combinations and decide whether to use the Full Fractional or Fractional Factorial algorithm for traffic allocation

Answer:

A

Question 4

Question Type: MultipleChoice

It has been identified as part of an A/B test that a conversion should only be valid if the user has clicked on a specific link before converting.

To which page of the Visual Experience Composer three-step guided workflow should an Adobe Target Business Practitioner add this dependency?

Options:

- A- Targeting
- B- Experiences
- C- Goals & Settings

Answer:

C

Question 5

Question Type: MultipleChoice

An optimization team has decided to incorporate email into their testing strategy and wants to send emails to their list of subscribers. Their desire is to randomly send one of four different emails to users and see which email is the most effective.

How can this request be fulfilled?

Options:

- A- Using the Enhanced Email Experience Composer
- B- Using the Form-Based Experience Composer
- C- Using the Visual Experience Composer

Answer:

A

Question 6

Question Type: MultipleChoice

The UX team has proposed testing a format change across all product overview pages.

Which Visual Experience Composer feature enables applying the format change across all of these pages?

Options:

- A- Template Rules

- B-** Experience Versions
- C-** Enhanced Composer

Answer:

A

Question 7

Question Type: MultipleChoice

An Multivariate test has been running for a couple of weeks, but there is no data shown in the activity report. Which two steps should be recommended to troubleshoot the issue with the activity? (Choose two.)

Options:

- A-** Enable Adobe Analytics for Target to check corresponding activity reports.
- B-** Validate if goals and settings of the activity are set properly.
- C-** Duplicate the activity and delete the first one with an issue.
- D-** Diagnose activity audience qualification using debugging tools.

Answer:

B, D

Question 8

Question Type: MultipleChoice

An A/B test has been running on a page with very high traffic for longer than the estimated duration as previously determined using the Sample Size Calculator. The confidence level is at 96%. However, the lift for the Experience B is very small, at just 0.6%.

What can be concluded for the test?

Options:

- A-** Experience B is the winner at just 0.6%.
- B-** The test needs to be repeated with a different Experience B.
- C-** The test needs more time to reach a conclusion.

Answer:

B

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