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Adobe Target Business Practitioner Expert

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Question: 1

When testing an XT Activity with experiences targeted to 'US Visitors', 'Canada Visitors', and 'All Visitors', the following occurs:

The Adobe Target Business Practitioner always qualifies for the 'All Visitors' Experience but is expecting to see the 'US Visitors' Experience.

What might be causing this behavior? (Choose two.)

- A. The Business Practitioner previously qualified for the 'All Visitors' Experience.
- B. The Business Practitioner's geo location does not match conditions for 'US Visitors'.
- C. 'All Visitors' is a higher priority Experience.
- D. All Audiences must be mutually exclusive, so this Activity is invalid.

Answer: A, C

Question: 2

For which audience source is it possible to edit the audience definition within Adobe Target?

- A. Adobe Target predefined audiences
- B. Adobe Experience Cloud audiences
- C. Adobe Target user-defined audiences

Answer: A

Question: 3

Which two pages of the Visual Experience Composer three-step guided workflow allows an Adobe Target Business Practitioner to change the audience targeting of an activity? (Choose two.)

- A. Preferences
- B. Experiences
- C. Targeting
- D. Setup

Answer: B, C

Question: 4

A restaurant chain that Has been running a Recommendation activity to promote sides and add-ons decides to run the same activity on its native mobile app only.

Which experience composer should an Adobe Target Business Practitioner use to accomplish the task?

- A. The visual Experience Composer
- B. The Form-based Experience Composer
- C. The SPA Visual Experience Composer

Answer: B

Question: 5

An A/B test has been running for several weeks. Which finding can be used to determine a winner?

- A. A confidence level of 95% has been achieved, and the conditions in the Sample Size Calculator have been met.
- B. There is a positive lift and the test duration has exceeded the expected time in the Sample Size Calculator.
- C. The conversion rate for the test experience is greater than that of the control.

Answer: B



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