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Adobe Target Architect Master

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Question: 1

Once the Target request (mbox) is received by Adobe Target, what gets executed first?

Response:

- A. Profile scripts
- B. Audience qualification
- C. Content scripts
- D. DOM Manipulation

Answer: A

Question: 2

When specifying a server-side implementation of Adobe Target, which ID will be generated if not explicitly defined?

Response:

- A. aamUUID
- B. tntId
- C. thirdPartyId
- D. indexId

Answer: B

Question: 3

A marketer has set up an Experience Targeting activity for their regional website targeting users from that region using Target's Geo Targeting.

After setting up the test the marketer has shared the Activity QA URL with the business stakeholders which looks like https://www.regionalwebsite.com/?at_preview_token=m4o9ne46I4_vETG-Mi8Fn4sfdKGAJyg5DsJ3XxNj67A&at_preview_index=1_2&at_preview_listed_activities_only=true&at_preview_evaluate_as_true_audience_ids=2161154

However, the stakeholders are not able to see the experience using the QA URLs. What are two possible reasons the activity is not seen in QA?

(Choose two.)

Response:

- A. The users are not located in the region for which the activity has been created.

- B. The users are using the Company's VPN that is changing their actual location.
- C. The activity is created using a different at_property than the regional website.
- D. The activity is created using "URL is" under page delivery options in VEC.

Answer: C,D

Question: 4

In an iOS native application with an Adobe Target implementation, what are the two primary methods to create a targeted location?

(Choose two.)

Response:

- A. targetCreateRequestWithName
- B. targetCreateRequest
- C. targetCreateLocation
- D. targetLoadRequestWithName
- E. targetLoadRequest

Answer: A,E

Question: 5

An optimization team is struggling to manually update the image tags in the HTML code of the page and would prefer to use the Visual Experience Composer (VEC) to more easily swap images.

Which two steps are required to ensure the marketing team can quickly swap the images?

(Choose two.)

Response:

- A. Share image folders from Adobe Experience Cloud Assets Core Service with Adobe Target.
- B. Contact Adobe Customer Care to provision Image Offers.
- C. Enable Image Offers in Adobe Target > Setup.
- D. Contact Adobe Customer Care to request the Scene7 Account Configuration.
- E. Upload image files to Adobe Experience Cloud Assets Core Service.

Answer: D,E

Question: 6

What are benefits of server-side delivery for Adobe Target?

(Select two)

Response:

- A. Faster rendering times
- B. Improved data security
- C. Simplified setup process
- D. Consistent experience across platforms

Answer: B,D

Question: 7

A client is getting an error message in the Visual Experience Composer (VEC). The message indicates that no property is associated with a particular activity, even though there is a property assigned. What causes this error message?

Response:

- A. The activity is in the incorrect Workspace.
- B. The wrong entity.id is set for the activity.
- C. The client is assigned to the wrong User Group.
- D. at_property is missing in the Adobe Target request (mbox).

Answer: D

Question: 8

The client wants to be able to recommend high-profit-margin products on low-profit-margin product pages. Which method should be used to pass profit margin product data to Adobe Target Recommendations?

Response:

- A. Data Source
- B. URL parameter
- C. Feeds Entity
- D. Product Metadata

Answer: C

Question: 9

A retail company is planning to use Automated Personalization from Adobe Target to personalize content based on user visits. What are two visit-based features that Automated Personalization supports?

(Choose two.)

Response:

- A. Mbox parameters
- B. Experience Cloud Audiences
- C. Rawbox implementations
- D. Emails

Answer: A,B

Question: 10

The eCommerce team wants to run an A/B test to promote the company email newsletter, but only to first time visitors who are not logged in and have not arrived at the website with an email campaign id.

- Analytics for Target (A4T) has been configured correctly.
- Adobe Analytics has a segment that meets these requirements.

The person setting up the Adobe Target Activity is unable to select Adobe Analytics as the reporting source. The Adobe Target Architect has verified the user does belong to a group with access to both Analytics and Target.

To which other group should the user belong?

Response:

- A. Enterprise User Permissions Group
- B. Adobe Target Product Admin
- C. Web Services Access Group in Adobe Analytics
- D. Analytics Admin Permissions Group

Answer: C



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