



# ADOBE AD0-E406 STUDY GUIDE PDF

**Grab the Adobe Target Business Practitioner Expert Certification  
PDF Questions & Answers**

**Details of the Exam-Syllabus-Questions**

**AD0-E406**

**[Adobe Target Business Practitioner Expert](#)**

**68 Exam Questions – 46/68 Cut Score – Duration of 136 minutes**

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## Get an Overview of the AD0-E406 Certification:

Who should take the [AD0-E406 exam](#)? This is the first question that comes to a candidate's mind when preparing for the Target Business Practitioner Expert certification. The AD0-E406 certification is suitable for candidates who are keen to earn knowledge on the Target and grab their Adobe Target Business Practitioner Expert. When it is about starting the preparation, most candidates get confused regarding the study materials and study approach. But AD0-E406 study guide PDF is here to solve the problem. AD0-E406 PDF combines some effective sample questions and offers valuable tips to pass the exam with ease.

## Why Should You Earn the Adobe AD0-E406 Certification?

There are several reasons why one should grab the AD0-E406 certification.

- The Target Business Practitioner Expert certification proves to be one of the most recognized certifications.
- The certification badge proves the knowledge of the candidate regarding subject matters and makes his resume presentable to potential candidates.
- Thus earning the Adobe Target Business Practitioner Expert is a powerful qualification for a prosperous career.

## Adobe AD0-E406 Exam Structure

Exam Name	Adobe Target Business Practitioner Expert
Exam Code	AD0-E406
Exam Price	\$225 (USD)
Duration	136 mins
Number of Questions	68
Passing Score	46/68
Books / Training	<a href="#">Adobe Target Business Practitioner Expert Prep Guide</a>
Schedule Exam	<a href="#">Adobe</a>
Sample Questions	<a href="#">Adobe Target Business Practitioner Expert Sample Questions</a>
Practice Exam	<a href="#">Adobe AD0-E406 Certification Practice Exam</a>

## Enhance Knowledge with AD0-E406 Sample Questions:

### Question: 1

Which feature within the Visual Experience Composer is useful to navigate to any parent, sibling, or child element?

- a) Target Visual Experience Composer Helper
- b) The Browse mode
- c) The CSS Selector
- d) The DOM path

**Answer: d**

### Question: 2

There is a requirement to compare two different experience on a page, and then traffic will be redirected to the winner. Which type of the A/B activity can be used to meet this requirement?

- a) Auto-Allocate
- b) Manual A/B Test
- c) Auto-Target
- d) Multi-Arm Bandit

**Answer: a**

### Question: 3

In the process of setting up a priority in Adobe Target, the user has two activities. One activity targets the branded search keyword, and the second targets the non-branded keyword sneakers. Both targeted activities have the same priority.

What will be displayed to a visitor who is new to the page?

- a) The activity that was most recently viewed is displayed.
- b) The activity that was most recently activated is displayed.
- c) Both activities will be displayed in round-robin.
- d) The activity with higher engagement is displayed.

**Answer: b**

## Question: 4

Which recommendation logic should be used when an Adobe Target Business Practitioner wants to make recommendations only based on the item the visitor is currently viewing on the company's retail website?

- a) The most-viewed items in a particular category
- b) Customers who bought this item also bought these items
- c) Items with similar attributes
- d) Recently viewed items

**Answer: c**

## Question: 5

Multiple MVT activities were created by an Adobe Target Business Practitioner. During the creation of these activities, the traffic split was set to 25/25/25/25, and the Visitor metric was used for analysis. While reviewing activity results, the Practitioner noticed a significant difference in the distribution of traffic between experiences in the reporting.

Which action should be taken to resolve this problem?

- a) Keep the traffic splits even between the tests.
- b) Create a new report with the correct parameters.
- c) Change the traffic distribution while running the tests.
- d) Adjust the Visitor metric settings.

**Answer: a**

## Question: 6

A company recently bought Target Premium to drive personalization of its web products. The Practitioner has configured Target into separate properties to be used with each individual product. An A/B Test has been set up, and during QA, it is realized that the experience is not rendering as expected. Which two steps are part of the troubleshooting process?

(Choose two.)

- a) Troubleshoot the activity using mboxTrace.
- b) Filter the network log using b/ss to see if network calls are firing.
- c) Check with the developer team to ensure that a property token is present as part of each target call.
- d) Contact the Engineering teams.

**Answer: a, c**

## Question: 7

An Adobe Target Business Practitioner wants to launch an A/B Test for new users from Safari browsers. In which two ways can an audience be created for this test?

- a) Create a segment in Adobe Analytics, with browser type to be Safari or Firefox, and save.
- b) Create a segment in Adobe Analytics, with browser type to be Safari or Firefox, click save, and share it with experience cloud.
- c) Combine multiple audiences for each browser, separated with the operator "OR".
- d) Combine multiple audiences for each browser, separated with the operator "AND".

**Answer: b, d**

## Question: 8

A product owner wants to personalize the user experience based on the visit number for that user and has configured the visit number using profile scripts. The Practitioner would now like to use a Target feature to QA accurate functioning of these profile scripts.

Which two features can be used for this purpose?

(Choose two.)

- a) Property tokens
- b) mbox trace
- c) Response tokens
- d) Activity tokens

**Answer: b, c**

## Question: 9

The stakeholders of a financial institution stated that if they reduce the number of questions on the application form, then the number of loan application submissions will increase. What is a valid approach to test this hypothesis?

- a) Test a loan application that has the same questions written in simpler phrases.
- b) Test a loan application form that has easier-to-read sections.
- c) Instead of filling the application online, test an option to call a free number for details.
- d) Test a loan application form that has fewer number of fields to fill.

**Answer: d**

Question: 10

When testing a new activity, an experience from a previously deactivated activity continues to show instead of an experience from the new activity. What are two ways to troubleshoot this issue?

(Choose two.)

- a) Use incognito mode or a different browser
- b) Set the priority higher on the new activity
- c) Clear cache and cookies
- d) Reactivate and pause the activity

Answer: a, c

## What Study Guide Works Best in acing the Adobe AD0-E406 Target Business Practitioner Expert Certification?

The AD0-E406 study guide is a combination of some proven study tips and the combination of all valuable study materials like sample questions, syllabus and practice tests in one place.

### Explore the Syllabus Topics and Learn from the Core:

If you are determined to earn success in the Target Business Practitioner Expert exam, getting in full touch of the [syllabus](#) is mandatory. During preparation, you might not like all syllabus sections or topics, but try to get at least the fundamental knowledge from the sections you don't like. The more you possess knowledge on all syllabus sections, the more is the chance to attempt maximum number of questions during the actual exam.

### Make Your Schedule:

Studying and completing the syllabus becomes easier, if you work on the syllabus topics after making a schedule. Your syllabus must mention what areas you want to cover and within what time. Once you make a schedule and follow it

regularly, syllabus completion becomes easier and preparation becomes smoother.

### **Get Expert Advice from the Training:**

Do not forget to join the Adobe AD0-E406 training if it is providing any. Training enhances the practical knowledge of a candidate, which helps them to work well in the practical field during projects.

### **Get Access to the PDF Sample Questions:**

If your study material is in a PDF format or the materials are mobile-friendly, what could be better than that? Get access to the free sample questions and keep enhancing your knowledge beyond the syllabus.

### **Avoid Dumps and utilize the Adobe AD0-E406 Practice Test:**

Why should you rely on practice tests? The reason is simple: you must get familiar with the exam pattern before reaching the exam hall. An aspirant aware of the exam structure and time management during the exam preparation can perform well in the actual exam and attempt the maximum number of questions during the exam.

Many aspirants prefer to read from dumps, but they miss out on the self assessment method. Therefore, AD0-E406 practice tests always stand out to be the better choice than dumps PDF.

### **Avail the Proven AD0-E406 Practice Test for Success!!!**

Do you want to pass the AD0-E406 exam on your first attempt? Stop worrying; we, EduSum.com are here to provide you the best experience during your Adobe Target Business Practitioner Expert preparation. Try out our free mock tests to get a glimpse of our quality study materials, and build your confidence with the premium [AD0-E406 practice tests](#). Our expert-designed questions help you to improve performance and pass the exam on your first attempt.