

# Adobe

## AD0-E406 Exam

Adobe Target Business Practitioner Expert

**Questions & Answers  
(Demo Version – Limited Content)**

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# Version: 4.0

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**Question: 1**

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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.

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**Answer: A, C**

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Explanation:

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**Question: 2**

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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

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**Answer: A**

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Explanation:

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**Question: 3**

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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

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**Answer: B, C**

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Explanation:

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**Question: 4**

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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

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**Answer: B**

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Explanation:

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**Question: 5**

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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.

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**Answer: B**

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Explanation:

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