Adobe Target Business Practitioner
Adobe Certified Expert Exam Guide

Exam number: AD0-E401

Contents

About Adobe Certified Expert (ACE) Exams

An Adobe Certified Expert (ACE) has proven knowledge and experience to help clients optimize the value of their Adobe solution.

Adobe's certification exams are developed following industry-accepted standards to ensure validity and reliability. We work with industry experts to create our exams, which represent real-world requirements and objectives for the job roles we certify.

This guide is designed to provide you with the recommendations you need as you prepare for the ACE exam, and to help you determine when you are ready to take the exam.

The content of this exam guide is subject to updates and changes. Please check for latest versions at Adobe Certification.

Target Business Practitioner Exam Information

- Exam name: Target Business Practitioner Exam

- Exam number: AD0-E401

- Number of questions: 68

- Time limit: 120 minutes

- Format: Multiple choice, multiple select

- Language offered: English

- Delivery: Online proctored (requires camera access) or test-center proctored

- Adobe exams are reported on a scale of 300 to 700. The passing score for each exam is 550. For more information about scaled scoring, visit the FAQ page.

Intended Audience

- Optimization team
- Analytics team
- Digital marketers

The Target Business Practitioner Role

At a minimum, the candidate seeking to become certified has:

- 2+ years of experience with optimization platforms, including Adobe Target
- 2+ years of experience leading/contributing optimization programs
- The ability to understand and translate business KPIs into optimization goals
- The ability to determine the appropriate Adobe Target standard activity types based on optimization goals, and is aware of premium features
- An understanding of HTML, JavaScript, CSS concepts
- The knowledge of statistical concepts and data analysis as it applies to optimization
- The ability to engage with stakeholders and is comfortable making solution suggestions based on needs assessment
- An in-depth knowledge of the three-step workflow (experiences, targeting, goals and settings)
- The ability to translate results into insights and recommendations
- An understanding of the impact of changing technologies to Target

The minimally qualified Target Business Practitioner should be familiar with the following tools and comfortable in the following environments:

Technologies

- Marketing cloud debugger / also called Adobe Experience Cloud debugger
- Adobe Analytics as a reporting source for Target specifically A4T integration
- Browser's console / Browser developer tools such as console, network tab
- Network tools in browser
- Basic understanding of other Adobe Tools
- Developer Console (any web browser)
- Adobe target sample calculator
- Adobe Audience Manager: Understand fundamentals
- Adobe Experience Cloud (as audience source for Target)
- Adobe Experience Manager
- Basic knowledge of terminology used in statistics as related to Target
- Basic knowledge of cookies behavior
- How to read an SDR

Environments
- Desktop / Website including desktops and mobile devices
- Mobile App (basic understanding) / Use of Target for mobile devices
- Staging-development
- Production
- Production environments across mobile devices, tablet devices and desktop devices
- Related hosting platforms
- Use of target for single page applications
- Email

Target Business Practitioner Exam Topics

The domains validated in this exam include:

Section 1: Planning and Strategy	22%
Section 2: Configuring, Executing and Managing	48.5%
Section 3: Analyzing and Reporting	17.6%
Section 4: Troubleshooting	11.8%

How Do I Know if I'm Ready to Take the Exam?

There are no guarantees that you will pass the test. However, taking note of the recommended training courses and the minimum tasks listed under the Target Business Practitioner role will help you determine if you are ready to take the test.

Since Adobe exams measure knowledge *and* skills for a specific job role, one of the best ways to prepare for the exam is to have the minimum work experience, as described in this guide.

Training > Practice > Minimum of 2 years of Adobe Target Experience

Domain and Objectives	Am I ready?
Section 1: Planning and Strategy	
1.1 Identify business KPIs and successfully translate these into optimization goals given key business requirements	
1.2 Identify opportunities for testing based on business KPIs and data analysis	
1.3 Prioritize test ideas based on business needs, level of effort, and potential for lift	
1.4 Estimate activity duration using the Adobe Sample Size Calculator or equivalent	
1.5 Align activity types with specific use cases	
1.6 Construct test hypotheses based on a given scenario and identify hypotheses elements	
1.7 Identity the appropriate Target activity type	
1.8 Determine KPI-based primary and secondary success metrics	
1.9 Assess audience requirements	
1.10 Determine the appropriate analytics reporting sources	
Section 2: Configuring, Executing and Managing	
2.1 Explain the use of Form-Based Experience Composer vs. the Visual Experience Composer	
2.2 Apply procedures to create an experience using VEC	
2.3 Apply procedures to create an experience using FEC	
2.4 Apply procedures to manage experiences within an experience composer	
2.5 Describe the 3-step workflow that applies to creating Target Activities	

2.6 Apply procedures to create an A/B test activity	
2.7 Apply procedures to create an XT activity	
2.8 Apply procedures to create an MVT activity	
2.9 Apply procedures to create an AP activity	
2.10 Apply procedures to create a Recommendation activity	
2.11Apply procedures to create an Audience in Target	
2.12 Apply procedures to set Goals and Settings	
2.13 Apply procedures to conduct Activity QA	
2.14 Apply procedures to manage Target	
Section 3: Analyzing and Reporting	
3.1 Define and evaluate report settings to help set the elements that appear in a report	
3.2 Evaluate and compare Adobe Target Sample Size Calculator settings when both planning Target activities and validating Target activities reports	
3.3 Evaluate and identify common problems associated with A/B testing and how to avoid them	
3.4 Evaluate Automated Personalization Summary reports	
3.5 Evaluate Experience Performance reports (MVT)	
3.6 Determine the winning variation based on the observed lift, confidence levels and business objectives	
Section 4: Troubleshooting	
4.1 Diagnose activity qualification issues	
4.2 Use browser debugging tools to verify implementation	
4.3 Verify metrics and reporting	
4.4 Use Experience Cloud Debugger to validate implementation	

What Resources are Available to Help Me Prepare for the Exam?

You are not required to complete training before taking the exam. However, training can significantly increase your knowledge of and skills with Adobe Target. It is important to note that training alone will not provide you with the knowledge and skills required to pass the exam. Successful, on-the-job experience is critical to providing you with the knowledge needed to pass the exam.

Recommended study material:
- Adobe Target Product Documentation
- Adobe Target Learn and Support

How Do I Register for the Exam at PSI?

1. Visit Adobe's <u>credential management system</u> logon page. The logon requires that you have an Adobe ID. If you do not have an Adobe ID, click the **Get an Adobe ID** link.

2. After logging on, if you have never taken an Adobe exam before**,** you will be instructed to create a Profile. Click the blue **Profile** link (1) in the message area or click **My Profile** (2) at the top of the page to open the My Profile page.
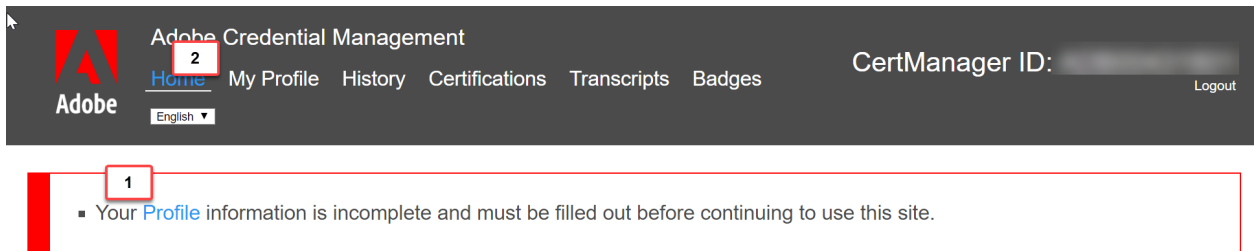
3. After creating your Profile, you will be instructed to update your opt-in Settings. Click the blue **Settings** link to configure your settings.
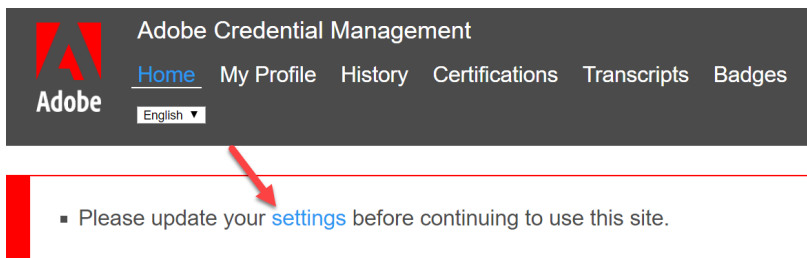
4. Once logged on, click **Home**, and then click **Schedule your exam at PSI**.

5. You will be directed to a new page within CertMetrics, where you will click **Click here to log in to PSI**.

6. You will be taken to a page hosted by our exam delivery vendor, PSI, that allows you to search for, display, and register for the available exams.

7. Click **Schedule Exam**.

8. Select the Delivery mode: **Test Center** or **Remote Online Proctored Exam** and then click **Continue**. A pop-up window appears, asking if you want PSI to know your location. Click **Allow** to have PSI use your location information or **Block** to search manually.

9. Scroll through the list of available exams and press **Schedule Exam** for the exam you want to take.

10. Select a delivery mode for your exam by choosing either **Test Center** or **Remote Online Proctored Exam**.

11. Select your exam language from the **Select Language** drop-down menu.

12. Click through the calendar to select an available date, which will show as a green. Once you've selected the date, available times appear in the right column. Select a start time.

13. Click **Continue** to display and confirm the schedule details. Once you have reviewed the details, click **Continue** to receive a booking confirmation and proceed to payment information.

14. The Payment window appears. Fill out all the required fields and click **Pay Now** to process your payment.

15. After the payment is processed, you will receive an email confirmation with your registration details and a receipt.

Sample Test Questions

1. An Adobe Target Business Practitioner is looking at page analytics data. Which Key Performance Indicator (KPI) represents an opportunity to increase website engagement?
   a. High bounce rate
   b. Low website traffic
   c. Long time to test duration
   d. Low statistical power

2. An Adobe Target Business Practitioner is calculating the sample size of an activity that has six offers (including control). Considering the effect multiple offers have on the confidence level, which action can be taken to account for this?
   a. Apply Bonferroni Correction
   b. Increase Daily Visitors
   c. Increase Statistical Power
   d. Change Baseline Conversion Rate

3. When setting up a new activity in Adobe Target, in which case should an Adobe Target Business Practitioner recommend using the Form-Based Experience Composer rather than the Visual Experience Composer?
   a. When testing on a non-web environment
   b. When changing an image on the homepage
   c. When recommending popular products
   d. When testing on a staging environment

4. An analyst has configured pageviews of the cart page as the primary metric of an activity. When analyzing the results, it is flagged that the total number of cart pageviews recorded in Target is lower than the number of cart pageviews recorded in Adobe Analytics for the same time period. What is a likely cause?
   a. Target counts pageviews only for visitors that qualified for the activity, but Adobe Analytics will count cart pageviews for all visitors
   b. There will always be a discrepancy of 15% between the pageviews recorded in Adobe Target and the pageviews recorded in Adobe Analytics
   c. Adobe Target will not record cart pageviews for visitors who are in the control experience, but Adobe Analytics will include all pageviews
   d. Adobe Target has a 72-hour latency period for viewing metrics in the reports

5. In A/B testing, the confidence level and significance level are interlinked, and both have to be evaluated when interpreting results of an A/B test. What is the relationship between the two levels?
   a. Significance level = 100% - Confidence level
   b. Significance level = 100% + Confidence level
   c. Significance level = 100% - (Confidence level * 0.5)
   d. Significance level = Confidence level

Answers to the sample questions:

1. A
2. A
3. A
4. A
5. A

Support

For information on certification, visit the Solution Partner Portal website. To contact us, please send an email to Certification Support.