

Adobe Target Architect

Adobe Certified Expert Exam Guide

Exam number: ADO-E402

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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 Architect Exam Information

- Exam name: Target Architect Exam
- Exam number: AD0-E402
- Number of questions: 50
- 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

- Conversion rate optimization engineers/architects, personalization engineers/architects
- Digital transformation consultants
- Experience optimization leads
- Optimization managers

The Target Architect Role

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

- At least three years of digital marketing optimization experience including implementing Adobe Target activities
- At least two years' experience (or five engagements) implementing and deploying Adobe Target
- Experience integrating Target with the Adobe Experience Cloud
- Fundamental understanding of HTML, CSS, and front-end web development
- Familiarity with/awareness of Adobe Target APIs, reporting and administration
- Knowledge of implementing Single Page Application (SPA) frameworks for mobile and email

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

Technologies

- Multiple Adobe Experience Cloud Programs (e.g. Adobe Analytics, Campaign, AEM, Adobe Experience Cloud Debugger, Target APIs)
- JavaScript, Browser based debugging tools (e.g. Chrome developer tools, Firefox Firebug), JSON for debugging responses from Target, Ajax, JQuery
- HTML, CSS, HTTP, XML configuration
- Native mobile development IDEs, Basics of iOS development, basics of Android development,
- API tools like Postman
- VEC helper

Environments

- Adobe Experience Cloud
- Client-side implementation without tag manager
- Tag Management Systems, especially DTM / Launch (IF)
- Server-side environments (for API usage)
- Web and mobile environments
- AMS hosted environment

Target Architect Exam Topics

The domains validated in this exam include:

Section 1: Adobe Target Fundamentals	12%
Section 2: Integrating with Adobe Target	16%
Section 3: Adobe Target Administration and Governance	12%
Section 4: Adobe Target and Supported Touch Points	14%
Section 5: Leverage Adobe Target Recommendations	8%
Section 6: Architect, Design and Implement Adobe Target	20%
Section 7: Troubleshooting	18%

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 Architect 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 implementation experience

Domain and Objectives	Am I ready?
Section 1: Adobe Target Fundamentals	
1.1 Identify the appropriate Adobe Target usage for a given scenario	
1.2 Explain the fundamental technologies of an Adobe Target implementation	
Section 2: Integrating with Adobe Target	
2.1 Apply the process to integrate Adobe Target with Adobe Analytics (A4T)	
2.2 Apply the process to integrate Adobe Target to Adobe Experience Manager	
2.3 Describe integration with other Adobe Experience Cloud Solutions	
2.4 Describe the integration with Adobe Experience Cloud Audiences	
Section 3: Adobe Target Administration and Governance	
3.1 Define an ongoing Adobe Target implementation strategy and system governance	
3.2 Apply the process and best practices to manage users (of Target)	
3.3 Describe the administration aspects of the implementation set up	
Section 4: Adobe Target and Supported Touch Points	
4.1 Describe client-side delivery implementation	
4.2 Describe server-side delivery implementation	
4.3 Describe implementation requirements for mobile, email targeting and APIs	
Section 5: Leverage Adobe Target Recommendations	
5.1 Demonstrate an understanding of recommendations, catalogs, and environments	
5.2 Apply the process to configure Target recommendations	
Section 6: Architect, Design and Implement Adobe Target	
6.1 Select the correct mbox implementation	
6.2 Demonstrate designing an Adobe Target implementation	
6.3 Describe the implementation of Adobe Target in Native Mobile Apps	
Section 7: Troubleshooting	
7.1 Troubleshoot mbox errors	
7.2 Troubleshoot activity errors	
7.3 Understanding integration errors	

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

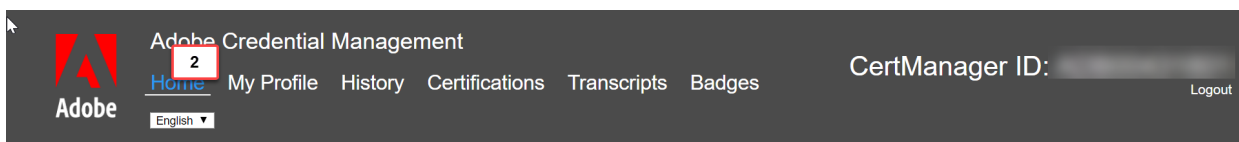
You are not required to complete training before taking the exam. However, training can significantly increase your knowledge of and skills with Adobe Target. It is important to note that training alone will not provide you with the knowledge and skills required to pass the exam. Successful, on-the-job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

Recommended study materials:

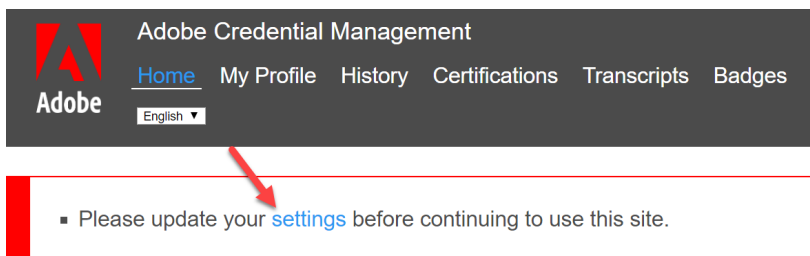
- [Adobe Target Product Documentation](#)
- [Adobe Experience Cloud Learn and Support](#)
- [Adobe Experience Manager Learn and Support](#)
- [Adobe Target Developer site](#)
- [Adobe Support – Experience Cloud Audiences](#)
- [Adobe Experience League: Analytics](#)

How Do I Register for the Exam at PSI?

1. Visit Adobe's [credential management system](#) 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.
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Sample Test Questions

1. A Travel and Hospitality website would like to test several different frequent-traveler image assets on their home page hero banner for those visitors who have recently booked travel online. They want to ensure that new visitors do not see this content, as it would not be relevant to them.

Which activity setup should the Adobe Target Architect use to accomplish the client's request?

- a. An A/B activity targeted to an audience with these criteria that uses a profile script set at time of booking
 - b. A Multivariate Test activity with the combination of images, targeting new visitors and return visitors separately
 - c. An A/B activity using multiple audiences to distinguish new from returning visitors
 - d. A Multivariate Test activity using a combined audience with criteria that uses a profile script triggered at time of booking and on first visit
2. A company is interested in using only Adobe products to develop more granular reporting for their Target activities. To be eligible for Analytics for Target (A4T) integration, which Adobe solution is required?
 - a. Adobe Experience Cloud ID Service
 - b. Adobe Audience Manager
 - c. Adobe Experience Manager
 - d. Adobe Campaign Standard
 3. A client has requested that Adobe Target is active only on particular pages that match specific URL patterns. On pages where the client does not want Adobe Target active, which feature in at.js should the client use?
 - a. Before at.js include the window.targetGlobalSettings object and set <enabled> to false
 - b. After at.js include the window.targetGlobalSettings object and set <enabled> to false
 - c. Return false in the targetPageParams() function when the URL pattern should not have Adobe Target enabled
 - d. Return false in the targetPageParamsAll() function when the URL pattern should not have Adobe Target enabled
 4. A client has Adobe Target installed through Adobe Experience Platform Launch. It has been running on their website correctly for some time. The client has a rewards club with different levels of membership. A website user's membership level is part of an available data layer only on the page after the user has logged in. The value does not appear on subsequent pages, even when logged in.

The client wants to use the membership level of a particular user in audiences and activities on all pages of the website, and therefore intends to send the value using an mbox.

Which mbox parameter name will populate this in a single step?

- a. profile.membershipLevel
 - b. user.membershipLevel
 - c. mbox.membershipLevel
 - d. membershipLevel
5. Which two token replacement scripts are valid in an Adobe Target Recommendations design? (Choose two.)
- a. \$key.pageURL
 - b. \$entity3.prodId
 - c. \$adobe.target.recommendations[0].entity.id
 - d. \$(entity.key)[1].getAttribute("name")
 - e. \${entities[2]}.productId
6. In an iOS native application with an Adobe Target implementation, what are the two primary methods to create a targeted location? (Choose two.)
- a. targetCreateRequestWithName
 - b. targetLoadRequest
 - c. targetCreateLocation
 - d. targetCreateRequest
 - e. targetLoadRequestWithName
7. The Optimization Lead has successfully activated an activity using the Adobe Target API, but the activity shows a status of Inactive in the Target UI.

What is a possible explanation for why the status still displays as Inactive?

- a. Updating through the API can take up to ten minutes to propagate to the UI
- b. The priority of the activity was set low and caused the test not to activate yet
- c. The audience of the specific activity has a collision with another activity
- d. The Optimization Lead needs to also activate the test in the Target UI

Answers to the sample questions:

1. A
2. A
3. A
4. A
5. A,B
6. A,B
7. A

Support

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

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