Adobe Advertising Cloud Search Business Practitioner

Adobe Certified Expert Exam Guide

Exam number: 9A0-394

ABOUT ADOBE CERTIFIED EXPERT EXAMS

To be an Adobe Certified Expert is to demonstrate expertise in helping clients realize value in Adobe solutions.

Adobe's Certification exams follow industry-accepted procedures 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 the recommendations needed to prepare for your Adobe Certified Expert exam, and help you determine when you are ready to take the exam. It will outline the knowledge and skills required of a "minimally qualified candidate" for a specific job role, which will be evaluated in the exam.

HOW IS THE ADOBE ADVERTISING CLOUD SEARCH BUSINESS PRACTITIONER EXAM STRUCTURED?

- Number of questions: 60

- Time limit: 75 minutes

- Passing score: All 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 FAQs.

HOW DO I REGISTER FOR THE EXAM?

Our exams are delivered worldwide by PSI.

- Exam name: Adobe Advertising Cloud Search Business Practitioner (Formerly, Adobe Media Optimizer Business Practitioner)

- Exam number: 9A0-394

- Exam cost: $60 (US Dollars)

To register for the exam at a PSI testing center:
1. Visit Adobe's credential management system.
2. If you have logged in before, use your email address or login ID and password to access the system and go to step 6.
3. If you have never logged into CertMetrics before, click "Never logged in before" to create an account and follow step 4 or 5.

4. **If you have previously taken an Adobe exam,** select "Click here if you have already taken an Adobe exam." You will be asked to enter the email address you last used to register for an exam. If you do not remember which email address you used, you may also enter information from an exam score report to verify your identity. You will receive an email with your login ID and a link to reset your password.

5. **If you have never taken an Adobe exam before,** provide the required information to establish an account. Once you submit the form, you will receive an email prompting you to set up a login ID and password.

6. When you are logged into CertMetrics, click "Schedule your exam at PSI."

7. You will be directed to a new page within CertMetrics where you will click "Click here to log in to PSI."

8. Scroll through the list of exams and press the "Schedule Exam" button for your exam.

9. Select your exam language and location to see test center options in your area.

10. Select an available date and start time.

11. Confirm schedule details to receive a booking confirmation.

12. Proceed to payment.

13. After payment is successful, you will receive an email confirmation your registration details and a receipt.

WHAT TOPICS ARE COVERED ON THE ADOBE ADVERSTISTING CLOUD SEARCH BUSINESS PRACTITIONER EXAM?

The tasks measured on the exam are grouped into the following domains:

- Implement Adobe Advertising Cloud Search according to business goals

- Analyze performance

- Manage campaigns

- Set up Portfolio optimization

Within each domain, there are specific tasks that you should be able to perform as an Adobe Advertising Cloud Search Business Practitioner:

- Implement Adobe Advertising Cloud Search according to business goals
  You should be able to explain the conversion data process and determine the process to use based on advertiser's capabilities. You should also be able to explain and implement Adobe Advertising Cloud Search redirects and any additional advertiser tracking parameters. Finally, you should be able to interpret conversion reports and identify potential conversion data flow problems.

- Analyze performance
  You should be able to explain all available reporting methods in Adobe Advertising Cloud Search and the environments where they are consumed. You should be able to determine the appropriate steps to improve campaign performance. You should also be able to

identify fluctuations in performance trends and opportunities for improvement based on the analysis of the performance data.

- Manage Campaigns

  You should be able to explain how to use bulk sheets and/or the user interface to make campaign changes. You should be able to determine the appropriate settings based on campaign type, which reports and settings to use to refine traffic quality within an existing structure. You should also be able to determine the appropriate ad extension and how to implement it. You should be able to identify campaign entity changes to improve alignment, relevancy, budget control, and reporting transparency and the most efficient method for implementing those changes. Finally, you should be able to analyze ad copy performance and determine the appropriate change method.

- Set up portfolio optimization

  You should be able to define the different elements of portfolio theory, weighted portfolio objectives, and portfolio settings. You should be able to explain the differences between portfolio and rules based bidding, how to execute the portfolio simulations and normalize data, the types of constraints and settings for implementation. You should also be able to explain how Adobe Advertising Cloud Search standard differs from Adobe Advertising Cloud Search premium. You should be able to determine portfolio target based on simulation and goals and know when to override portfolio bidding by using a constraint. You should be able to refine portfolio setting changes based on portfolio efficiency.

DISTRIBUTION OF CONTENT COVERED ON THE EXAM:

The questions on the exam are distributed as follows for each domain. (Note: each question carries the same weight and there is no partial credit for any question):

Domain	Percent of Exam
Implement Adobe Advertising Cloud Search according to business goals	10%
Analyze performance	22%
Manage campaigns	26%
Set up Portfolio optimization	42%

THE ADOBE ADVERTISING CLOUD SEARCH BUSINESS PRACTITIONER JOB ROLE

This exam is designed for individuals who are currently performing or have previous work experience with the job responsibilities of an Adobe Advertising Cloud Search Business Practitioner.

The Minimally Qualified Candidate

To pass the exam, you must possess the minimum level of knowledge, skills, and abilities required of an Adobe Advertising Cloud Search Business Practitioner, which are outlined below.

As an Adobe Advertising Cloud Search Business Practitioner you should be able to perform the following tasks without any assistance:

- Review business objectives requirements
- Explain bid cycle execution
- Implement tracking (for various ad types)
- Access metrics
- Manually apply setting changes
- Set-up automation
- Manage portfolios
- Launch portfolio status
- Create rules and constraints

You should also be familiar with Microsoft Excel, Google AdWords editor, Bing ads desktop, Adobe Analytics (reverse feed), and search engine web interfaces.

WHAT IS THE TYPICAL JOB EXPERIENCE FOR MINIMALLY QUALIFIED CANDIDATES TAKING THIS EXAM?

A minimally qualified Adobe Adobe Advertising Cloud Search Business Practitioner typically has the following work experience:

- Strong campaign performance, improving conversion rate, working on daily campaign management and expansion.
- A minimum of 1-2 years' work experience in the Digital Marketing space (SEM emphasis)
- Comfortable with Search Engine editors and best practices related to bid management

WHAT TRAINING IS AVAILABLE TO HELP ME PREPARE FOR THE EXAM?

Is training required?

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

Training for Adobe Partners

A variety of training and resources are available for Adobe Solution Partners. To access these resources, you will need to login to the Solution Partner Portal with your Adobe ID and visit the Training landing page. From there you can select your solution of interest and access on-demand, instructor led, and onsite training options.

- On-demand Training: All Partners have access to on-demand training resources for sales, technical and delivery roles. This includes self-paced learning modules, eSeminar videos, quizzes, exams, and test outs to help measure comprehension - All at no cost!

- Virtual Instructor Led Training: Partners at the Business and above levels can access Virtual Instructor Led Training through the learning management system. These trainings are 100% subsidized.

- In-person Instructor Led Training: Partners also have access to training delivered through Adobe Digital Learning Services (ADLS). Adobe Digital Learning Services offers comprehensive, hands-on courses across all job roles. Learn from Adobe experts in a virtual classroom or live in-person at any Adobe training center globally. Courses come with a cost and Partners receive a discount (15-30%) based on their Partner level in the Solution Partner Program.

- On-site Training: Get your team up-to-speed quickly with on-site training where we can come to your location or you can bring your team to one of our training centers. Adobe Digital Learning Services offers flexible, convenient instructor-led training for teams virtually or in-person. Content can be customized to match your unique learning requirements.

Partners also have access to Certification Learner Journeys, Certification Paths, and free Certification Prep courses. Please visit the Solution Partner Portal Certification page to access these valuable resources.

Not registered for the Solution Partner Portal? Please follow these instructions to get registered.

Training Courses Available to the Public

The following courses are relevant to the Adobe Advertising Cloud Search Business Practitioner job role. Compare the course descriptions to your current knowledge and skill level to determine which courses are best for you. You can find a complete list of all Adobe training and tutorials here: https://helpx.adobe.com/learning.html

Adobe Advertising Cloud Search Virtual Classroom Courses:

http://training.adobe.com/training/courses.html#solution=adobeMediaOptimizer

HOW DO I KNOW IF I AM READY TO TAKE THE EXAM?

Nothing can guarantee that you will pass your test, however; the more practical work experience you have and the more training you complete, the better your chances are to pass the test. Use the self-assessment preparation worksheet (below) to evaluate your level of readiness.

On-the-Job Experience

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

Self-Assessment Preparation Worksheet

Use the following worksheet to review the exam topics and assess your own readiness. If you need to prepare more for a certain topic, determine if you need training, on the-job-experience, or both.

Topic	Yes	No
Implement Adobe Advertising Cloud Search according to business goals		
I can explain the conversion data collection process and determine the appropriate process to use based on advertiser's capabilities		
I can explain and implement Adobe Advertising Cloud Search redirects and any additional advertiser tracking parameters		
I can interpret conversion reports and identify potential conversion data flow problems		
Topic	Yes	No
Analyze performance		
I can explain all available reporting methods in Adobe Advertising Cloud Search and the environments (excel, browser, marketing cloud) where they are consumed		
I can identify fluctuations in performance trends (i.e., use filters, accordion menus, custom views, homepage gadgets, etc.)		
I can identify opportunities for improvement based on the analysis of the performance data		
I can determine appropriate steps to improve campaign performance (i.e., adjust budget, change entity status, tracking issues, keyword performance, etc.)		
Topic	Yes	No
Manage campaigns		

Topic	Yes	No
I can explain how to use bulk sheets and/or the user interface to make campaign changes.		
I can determine the appropriate settings based on campaign type (i.e., PLA, Google shopping campaign, RLSA. etc)		
I can identify campaign entity changes to improve alignment, relevancy, budget control, and reporting transparency and the most efficient method for implementing those changes		
I can determine which reports and settings to use to refine traffic quality within the existing structure		
I can analyze ad copy performance and determine appropriate change method		
I can determine the appropriate ad extension and how to implement it		
Topic	**Yes**	**No**
Set up portfolio optimization		
I can define the different elements of portfolio theory (i.e., bid landscape, bid unit, models, etc.)		
I can explain the difference between portfolio and rules-based bidding		
I can define weighted portfolio objectives		
I can define portfolio settings (i.e., spend strategy, modeling start date, portfolio limits, etc.)		
I can select portfolio setting values based on advertiser's goals (i.e., set budget, campaign multiples, etc.)		
I can explain how to execute the portfolio simulations and normalize data		
I can determine portfolio target based on simulation and goals		
I can refine portfolio setting changes based on portfolio efficiency (i.e., model accuracy, campaign budget limits, etc.)		
I can explain the types of constraints and settings for implementation		
I can determine when to override portfolio bidding by using a constraint		
I can explain how Adobe Advertising Cloud Search standard differs from Adobe		

Advertising Cloud Search premium		

SAMPLE QUESTIONS

Try out these practice questions to get a feel for the types of questions on the exam. Please note that **your performance here does not indicate how you will do on the actual exam**. To fully prepare for the exam, closely review the topic areas and objectives in this Exam Guide.

1. **What feature of Adobe Advertising Cloud Search allows generation of automated daily reports?**

   A. Benefit Simulations.
   B. Bulksheets.
   C. Spreadsheet Feeds.
   D. Advanced Campaign Management.

Correct Answer: C

2. **How does Portfolio based bidding take the objective into account before making a bidding decision?**

   A. Given the objective, Portfolio based bidding will look at an individual bid unit's historic performance and set bids to ensure that the keyword meets the objective.
   B. Given the objective, Portfolio based bidding will look at the historic performance across all the bid units and set bids to maximize the overall objective.
   C. Given the objective, Portfolio based bidding will look at an individual keyword's historic performance and set bids to ensure that keyword meets the objective.
   D. Given the objective, Portfolio based bidding will look at the historic performance across all the ad groups and set bids to maximize the overall objective.

Correct Answer: B

3. **How will Adobe Advertising Cloud Search optimize different properties in the Objective Function?**

   A. The Adobe technology will optimize the different properties in the Objective Function depending on the associated weights.
   B. The Adobe technology will optimize the different properties in the Objective Function equally.
   C. The Adobe technology will optimize the different properties depending on the order they are entered into the objective function.
   D. The Adobe technology will only optimize one property in the Objective Function.

Correct Answer: A

4. An advertiser cannot add Adobe Advertising Cloud Search redirects on the URLs. Which is the best option for sending conversion data to Adobe Advertising Cloud Search?
>   A. Use integration with Adobe Analytics.
>   B. Feed Only Solution.
>   C. Combo Solution.
>   D. They cannot leverage/use Adobe Advertising Cloud Search.

Correct Answer: B

5. What is the purpose of the Auto Upload functionality?

>   A. To apply Adobe Advertising Cloud Search tracking to keywords/ads created outside of Adobe Advertising Cloud Search.
>   B. To schedule a bulk sheet to post at a later time.
>   C. To push bids out from Adobe Advertising Cloud Search to a search engine.
>   D. To automatically update a daily report template.

Correct Answer: A

6. An advertiser who upsells customers for additional revenue following an online sale is able to tie that additional revenue to the initial online transaction in a data file that is generated later. The advertiser is able to pass the initial revenue amount on the confirmation page but wants to track and optimize the total amount including the upsold revenue. What type of tracking implementation does the advertiser need?

>   A. Pixel Tracking
>   B. Feed Tracking
>   C. Pixel and Feed Tracking
>   D. Objective Function Tracking

Correct Answer: C

7. Which three tracking processes require the Adobe Advertising Cloud Search redirect to be in place? (Choose three.)

>   A. Conversion tag (pixel) implementation.
>   B. Pixel-feed combo implementation.
>   C. Feed-only implementation.
>   D. Adobe Analytics implementation.

Correct Answer: A, B, D

8. Sharon is running a 'Free Shipping' promotion this coming weekend from Friday to Sunday. She doesn't want to change her existing Portfolio budget but wants to ensure that her promotional campaigns capture as much clicks as possible without exhausting her campaign budget in the middle of the day. What Portfolio setting would help Sharon achieve this?

    A. Learning Budget
    B. Objective
    C. Portfolio Constraints
    D. Auto adjust campaign budget limits

Correct Answer: D

9. The customer has run TV promotions for a new product line. The number of clicks has increased due to the promotions, but you also notice some budget being spent on irrelevant traffic. What changes would you propose to specifically tackle the issue of spending on irrelevant traffic?

    A. Include multiple negative keywords.
    B. Enable the Learning Budget and set to "Aggressive."
    C. Enable the Learning Budget and set to "Conservative."
    D. Create minimum bid constraints for keywords.

Correct Answer: A

10. Due to a shift in season, the cost prediction for a Portfolio is higher than the actual cost. This trend has been observed for three days. Which change is appropriate to react to this trend?

    A. Increase the Cost Model Half-life and increase the Revenue Model Half-life.
    B. No change to the Cost Model Half-life, but decrease the Revenue Model Half-life.
    C. Decrease the Cost Model Half-life, but no change to the Revenue Model Half-life.
    D. Decrease the Cost Model Half-life and Increase the Revenue Model Half-life.

Correct Answer: C

SUPPORT

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