Adobe Target Business Practitioner
Adobe Certified Expert Exam Guide

Exam number: 9A0-398

About Adobe Certified Expert Exams

To be an Adobe Certified Expert is to demonstrate expertise in helping clients realize value in an 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 Target Business Practitioner Exam Structured?

- Number of questions: 65

- Time limit: 80 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 Target Business Practitioner

- Exam number: 9A0-398

- Exam cost: $180 (US Dollars)

To register for the exam at a PSI testing center:

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 link for "Get an Adobe ID"

2. After logging on, If you have never taken an Adobe exam before, you will be instructed to create a Profile. After creating your Profile, you will be instructed to update your opt-in Settings..

3. Once logged on, click "Home" then click "Schedule your exam at PSI."

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

5. You will be taken to a page hosted by our exam delivery vendor, PSI, that displays the available exams

6. Scroll through the list of available exams and press the "Schedule Exam" button for the exam you want to take.

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

8. Select your exam language to see options for your exam.

9. Select an available date and start time.

10. Confirm schedule details to receive a booking confirmation.

11. Proceed to payment.

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

What topics are covered on the Adobe Target Business Practitioner exam?

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

- Planning and configuring

- Executing and managing

- Analyzing and reporting

- Troubleshooting

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

- **Planning and configuring**
  You should be able to determine appropriate Target activity types based on stakeholder needs and goals. You should also be able to evaluate processes and components required to develop a testing roadmap and define activity and audience parameters, conditions and rules. In addition, you should be able to identify collisions and determine a solution as well as apply procedural concepts to add users and grant permissions.

- **Executing and managing**
  You should be able to apply procedural concepts for the creation and management of custom audiences in Target. You should also be able to apply procedural concepts for configuring Target activities. In addition, you should be able to validate activity configuration using quality assurance processes.

- **Analyzing and reporting**
  You should be able to recognize the purpose and functionality of reporting interface settings. You should also be able to monitor ongoing activity results to ensure proper performance as well as analyze and interpret activity results to gain insight into activity performance. In addition, you should be able to determine recommendations for next steps based on activity results.

- **Troubleshooting**
  You should be able to diagnose and address issues with activity qualification, experience delivery and measurement.

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
Planning and configuring	29%
Executing and managing	34%
Analyzing and reporting	28%
Troubleshooting	9%

The Adobe Target 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 Target 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 Target Business Practitioner, which are outlined below.

Adobe Target Business Practitioner you should be able to perform the following tasks without any assistance:

- Explain the different types of Campaigns in Target and recommend one based on business requirements
- Configure tests in Target based on the test plan requirements
- Define success metrics based on broad range of business types/industries
- Maintain knowledge of Target product lifecycle
- Develop testing roadmap, including design of appropriate type of test based on client needs
- Identify pages based on business KPIs and data analysis within site to determine test locations and prioritize placement/timing based on success metrics
- Identify/monitor success metrics to be tracked
- Determine number of test experiences and time periods to run tests to reach statistical significance
- Determine desired profile and method of tracking based on test (profile script vs. expression target)
- Recommend segmentation parameters based on client needs

- Define ongoing use of segmentation data
- Recommend optimal placement of Mbox code across client site
- Analyze test data, including daily and cumulative trend reports against the defined KPI
- Debug and troubleshoot implementation or configuration of Target
- Provide client support for host environments, Mbox usage, and user names/passwords
- Manage and prioritize support cases within Adobe
- Escalate client issues to resolution

You should also be familiar with Microsoft Excel, using a web browser, and working in the Microsoft Windows environment.

What is the typical job experience for minimally qualified candidates taking this exam?

A minimally qualified Adobe Target Business Practitioner typically has the following work experience:

- 2+ years' experience with optimization Testing programs
- Has knowledge of business objectives and KPI
- Understanding of digital lifecycle / marketing
- Understand concepts of HTML, Javascript, CSS
- Knowledge of statistical concepts, data analysis
- Domain expertise/familiarity – online, retail, financial services, media, insurance, travel, hospitality, education, manufacturing, high-tech
- Can engage with clients and is comfortable making recommendations based on needs assessment

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 Target. 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 Target 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:

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
Planning and configuring		
I can determine appropriate Target activity types based on		
I can evaluate processes and components required to develop a		
I can define activity and audience parameters, conditions and		
I can identify collisions and determine a solution		
I can apply procedural concepts to add users and grant		
Topic	**Yes**	**No**
Executing and managing		
I can apply procedural concepts for the creation and		
I can apply procedural concepts for configuring Target activities		
I can validate activity configuration using quality assurance		
Topic	**Yes**	**No**
Analyzing and reporting		
I can recognize the purpose and functionality of reporting		
I can monitor ongoing activity results to ensure proper		
I can analyze and interpret activity results to gain insight into		
I can determine recommendations for next steps based on		
Topic	**Yes**	**No**
Troubleshooting		
I can diagnose and address issues with activity qualification,		

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. You will find the correct answers at the end of the exam guide.

1. **Which activity type should be used to deliver a temporary promotion banner to all site visitors that clicked through an email campaign?**
   A. A/B Test
   B. Experience Targeting
   C. Automated Personalization
   D. Recommendations

2. **A Target Business Practitioner (BP) needs to create an activity. The Target BP chooses Adobe Target as a reporting source instead of Adobe Analytics.**

   What is one reason that the Target BP chooses Adobe Target?

   A. The BP wants to create multiple custom metrics using the VEC.
   B. Adobe Analytics causes a 24-hour delay in results.
   C. An unusually high number of visitors must be tracked in the activity.
   D. Analysis needs to include trends over time.

3. **A Target Business Practitioner needs to make sure an activity is free of any collisions with any previously made activities.**

   How should the Target Business Practitioner confirm that this is true?
   A. Launch the activity and rely on Target to block any colliding activities.
   B. Review the Status, Priority, and Audience of every activity on the same URL to make sure there is no undesired overlap.
   C. Confirm that the activity has a unique name that is NOT duplicated or closely resembled elsewhere.
   D. Set the priority level to "high" on the new activity.

4. **A stakeholder asks the Target Business Practitioner (BP) to create an activity that tests the addition of a pop-up message after a visitor adds an item to their cart.**

   Which of the following would allow the BP to correctly target this audience?
   A. Add a custom mbox parameter for users with cart additions and target this audience to users with that parameter
   B. Create an Analytics segment published to the Marketing Cloud for visitors with cart additions and target this audience to that segment
   C. Select Visitor Profile > "Cart Additions" in audience creation
   D. Target the activity to the cart URL

5. **A particular search engine marketing campaign is driving users to a landing page URL with tracking codes appended. The tracking codes must be present in the URL for the search team's tracking, which occurs in a separate tool. A Target Business Practitioner (BP) created an activity experience that redirects incoming users from that default landing page to a new page. After the activity has been running for 1 week, the search team notes that the tracking codes are NOT included in the URL when users arrive at the new page.**

    What should the BP do to fix this?

    A. Create a profile script that will store the tracking codes for each user
    B. Change the activity to exclude users without a tracking code
    C. Include the new page in the activity URL targeting
    D. Check the "Include Current Query Parameters" checkbox on the experience

6. **A Target Business Practitioner (BP) reviews the ongoing results of an activity with four experiences. The BP notes that there are about 400-500 visitors for each experience, but the clickthrough metric shows 0 for two of the experiences.**

    Which step should the BP take first?

    A. Verify the metric is set up properly in the activity
    B. Remove any activity experiences with data discrepancies
    C. Pause and restart the activity
    D. Stop the test and report on all current findings

7. **The conversion rate in the results data for an A/B Test activity is much lower than expected. A Target Business Practitioner (BP) must validate the ongoing activity and ensure proper performance.**

    What should the BP do first?

    A. Monitor data of all live activities
    B. End the activity immediately
    C. Re-examine the activity setup and metrics
    D. Reduce traffic exposure to 50%

8. **An A/B Test activity with three experiences reaches its sample size. Stakeholders want to know the activity's results.**

    Consider the following details:

    • **100% of mobile site traffic allowed into activity**
    • **120,000 visitors per experience**
    • **3,000-4,000 conversions per experience**

    Preliminary results are shown.

Experience	Lift	Confidence
Experience A [Control]		
Experience B	-2%	76%
Experience C	17%	99%

    Which action should a BP take when analyzing the current results of this activity?

    A. Eliminate Experience B as an under-performing challenger and continue to run the test.
    B. Declare Experience C the winner with positive lift and high significance.
    C. Allow the activity to continue running to gather more data.
    D. Expose winning experience to all desktop users due to positive trends.

9. A Target Business Practitioner (BP) is reviewing the results from an A/B activity with two experiences that was launched yesterday. The sample size was 500,000 visitors per variation. The test was designed to prove up to a 1.5% difference in orders at 95% confidence.

Experience	Visitors	Orders	Order Rate	Lift	Confidence
Control	23,075	846	3.666%		
Experience A	23,085	765	3.331%	-9.614%	96%

    Which recommendation should the BP make?

    A. Continue running the activity to set sample size because the results are inconclusive.
    B. Experience B is confidently worse than Control. Use Control moving forward.
    C. Experience B is confidently better than Control. Use Experience B moving forward.
    D. Continue to monitor change in lift until the lift observed is greater than the minimum detectable lift.

10. **A Target Business Practitioner (BP) is reviewing test results after an activity has ended. The test showed a 5% increase in revenue per visitor. The sample size was reached, which was set to prove up to a 2% difference in order rate.**

   The following effects were observed:

   - **5% increase in revenue per visitor (RPV)**
   - **0.5% increase in orders per visitor**
   - **3% increase in average order value**
   - **3.5% increase in average order size**
   - **0.5% decrease in page views**
   - **0.8% increase in product views**

   A stakeholder asks the BP to annualize the impact on revenue projected through the next year to present as program ROI.

   How should the BP proceed?

   A. Inform the stakeholder that the result would NOT be trustworthy because the test was sized to prove differences in order rate.
   B. Project annual revenue attributed to the audience in the test over the next year and multiply by the lift observed.
   C. Project annual revenue attributed to the audience in the test over the next year and multiply by the lift observed.
   D. Inform the stakeholder that the test would need to run four times as long to prove differences in order rate.

Answer key

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. You will find the correct answers at the end of the exam guide.

1. **Which activity type should be used to deliver a temporary promotion banner to all site visitors that clicked through an email campaign?**

Correct Answer: B – Experience Targeting

2. **A Target Business Practitioner (BP) needs to create an activity. The Target BP chooses Adobe Target as a reporting source instead of Adobe Analytics.**

Correct Answer: A - The BP wants to create multiple custom metrics using the VEC.

3. **A Target Business Practitioner needs to make sure an activity is free of any collisions with any previously made activities.**
   How should the Target Business Practitioner confirm that this is true?

Correct Answer: B - Review the Status, Priority, and Audience of every activity on the same URL to make sure there is no undesired overlap.

4. **A stakeholder asks the Target Business Practitioner (BP) to create an activity that tests the addition of a pop-up message after a visitor adds an item to their cart.**

   Which of the following would allow the BP to correctly target this audience?

Correct Answer: A - Add a custom mbox parameter for users with cart additions and target this audience to users with that parameter

5. **A particular search engine marketing campaign is driving users to a landing page URL with tracking codes appended. The tracking codes must be present in the URL for the search team's tracking, which occurs in a separate tool. A Target Business Practitioner (BP) created an activity experience that redirects incoming users from that default landing page to a new page. After the activity has been running for 1 week, the search team notes that the tracking codes are NOT included in the URL when users arrive at the new page.**

   What should the BP do to fix this?

Correct Answer: D - Check the "Include Current Query Parameters" checkbox on the experience

6. **A Target Business Practitioner (BP) reviews the ongoing results of an activity with four experiences. The BP notes that there are about 400-500 visitors for each experience, but the clickthrough metric shows 0 for two of the experiences.**

   Which step should the BP take first?

Correct Answer: A - Verify the metric is set up properly in the activity

7. The conversion rate in the results data for an A/B Test activity is much lower than expected. A Target Business Practitioner (BP) must validate the ongoing activity and ensure proper performance.

    What should the BP do first?

Correct Answer: C - Re-examine the activity setup and metrics.

8. An A/B Test activity with three experiences reaches its sample size. Stakeholders want to know the activity's results.

    Consider the following details:

    • 100% of mobile site traffic allowed into activity
    • 120,000 visitors per experience
    • 3,000-4,000 conversions per experience

    Preliminary results are shown.

Experience	Lift	Confidence
Experience A [Control]		
Experience B	-2%	76%
Experience C	17%	99%

    Which action should a BP take when analyzing the current results of this activity?

Correct Answer: B - Declare Experience C the winner with positive lift and high significance.

9. A Target Business Practitioner (BP) is reviewing the results from an A/B activity with two experiences that was launched yesterday. The sample size was 500,000 visitors per variation. The test was designed to prove up to a 1.5% difference in orders at 95% confidence.

Experience	Visitors	Orders	Order Rate	Lift	Confidence
Control	23,075	846	3.666%		
Experience A	23,085	765	3.331%	-9.614%	96%

Which recommendation should the BP make?

Correct Answer: A - Continue running the activity to set sample size because the results are inconclusive.

10. **A Target Business Practitioner (BP) is reviewing test results after an activity has ended. The test showed a 5% increase in revenue per visitor. The sample size was reached, which was set to prove up to a 2% difference in order rate.**

    The following effects were observed:

    - **5% increase in revenue per visitor (RPV)**
    - **0.5% increase in orders per visitor**
    - **3% increase in average order value**
    - **3.5% increase in average order size**
    - **0.5% decrease in page views**
    - **0.8% increase in product views**

    A stakeholder asks the BP to annualize the impact on revenue projected through the next year to present as program ROI.

    How should the BP proceed?

Correct Answer: A - Inform the stakeholder that the result would NOT be trustworthy because the test was sized to prove differences in order rate.

Support

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