Adobe Target Analyst
Adobe Certified Expert Exam Guide

Exam number: 9A0-399

Note: To become certified as an Adobe Target Analyst requires passing this exam

and exam 9A0-398 Adobe Target Business Practitioner. You can take the exams in any order.

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 Analyst Exam Structured?

- Number of questions: 60

- Time limit: 85 minutes

- Passing score: 80%

How Do I Register for the Exam?

Our exams are delivered worldwide by Pearson VUE.

- Exam name: Adobe Target Analyst

- Exam number: 9A0-399

- Exam cost: $180 (US Dollars)

To register for the exam at a Pearson VUE testing center:

1. Visit Adobe's landing page on the Pearson VUE website.

2. Sign in with your Pearson VUE account, or select "Create an Account" if you are new to Pearson VUE.

3. Select "View Exams"

4. Find and select your desired exam

5. Click on the Schedule this Exam button

6. Select "Schedule this Exam"

7. Choose a date and time for your exam

8. Click on Proceed to Checkout

9. Review and click the checkbox to agree to the exam policies, then click Next

10. Choose your method of payment. If you have a voucher or promotion code, Click on the Add Voucher or Promo Code and enter the voucher number into the text box and click Apply

What topics are covered on the Adobe Target Analyst exam?

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

- Determining statistical thresholds

- Interpreting Target activity results

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

- **Determining statistical thresholds**
  You should be able to determine minimum detectable lift, acceptable significance levels, and number of variations. You should also be able to determine primary KPI, traffic to page(s) in activity as well as baseline conversion rate and standard deviation. In addition, you should be able to estimate sample size and duration as well as recommend the most appropriate experimental design based on stakeholder needs.

- **Interpreting Target activity results**
  You should be able to calculate statistical significance level of metrics, the confidence interval of the lift and the annualized impact of an observed lift. You should also be able to explain how lift is calculated. In addition, you should be able to apply procedural concepts to export data from activity as well as evaluate data and determine how to clean the data from activity. And finally, you should be able to interpret activity results collected and determine how to generate user insights based upon them

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
Determining statistical thresholds	45%
Interpreting Target activity results	55%

The Adobe Target Analyst 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 Analyst.

The Minimally Qualified Candidate

To pass the exam, you must possess the minimum level of knowledge, skills, and abilities required of an Adobe Target Analyst, which are outlined below.

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

- Apply statistical concepts like lift, confidence, p-value, etc. for the purpose of interpreting Target activity results
- Apply the methodology that Target employs to call a winner (T test)
- Determine how to calculate a sample size for an activity using a sample size calculator
- Identify how many variations could be run in an activity to hit certain duration or sample size
- Determine if an activity is ready to be concluded
- Determine how and when to call a winner
- Interpret activity reports based on activity type
- Present activity results effectively (e.g., error ranges)
- Determine how to monetize an activity
- Clean activity result data (e.g., remove outliers)
- Determine effects of activity across different segments
- Make recommendations based on activity results

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 Analyst typically has the following work experience:

- 1 year experience as a digital analyst.
- Advanced level of knowledge of statistical concepts and data analysis, and how they pertain to the capabilities of the Target tool.

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

Partners at the Business Level and above are eligible to receive additional training through Adobe Partner Enablement. To access these courses, you will need to log into the Adobe Partner Training Center with your personal log-in. For more information about the Adobe Partner Training Center and instructions on how to access the training courses, refer to the Solution Partner Portal.

Training Courses Available to the Public

The following courses are relevant to the Adobe Target Analyst 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
Determining statistical thresholds		
I can determine minimum detectable lift		
I can determine acceptable significance levels		
I can determine number of variations		
I can determine primary KPI		
I can determine traffic to page(s) in activity		
I can determine baseline conversion rate and standard deviation		
I can estimate sample size and duration		
I can recommend the most appropriate experimental design based on stakeholder needs		
Topic	**Yes**	**No**
Interpreting Target activity results		
I can calculate statistical significance level of metrics		
I can calculate the confidence interval of the lift		
I can explain how lift is calculated		
I can calculate the annualized impact of an observed lift		
I can apply procedural concepts to export data from activity		
I can evaluate data and determine how to clean the data from activity		
I can interpret activity results collected and determine how to generate user insights based upon them		

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. **A test design is changed to increase the minimum detectable lift before it is launched.**

   How does this change affect the test?

   A. Decreased number of experiences
   B. Increased conversion rate of the control
   C. Decreased sample size
   D. Increased daily traffic to targeted pages

2. **Business stakeholders need first-time site users to include an additional product when making their first purchase. A new product page experience has been designed to accomplish this task. An analyst must recommend a target activity to determine if the new design achieved its goal.**

   What should the analyst recommend as the primary KPI for the activity?

   A. Order rate
   B. Revenue per visitor
   C. Units per order
   D. Add to cart rate

3. **An analyst is given the following information for a site page. The analyst must calculate the mean and standard deviation of Revenue per Visitor (RPV):**

   - **Visitors: 100,000**
   - **Orders: 2,500**
   - **Total Revenue: $20,000**

   What additional information does the analyst need to complete the calculations?

   A. Individual order values
   B. Units per transaction
   C. Total page views
   D. Number of visits

4. **Category Page Test Inputs:**

   - **20 days**
   - **4 experiences (including the control)**
   - **60,000 required visitors/variation**

How many visitors must view a Category Page each day to run this test?

A. 3,000
B. 10,000
C. 12,000
D. 15,000

5. Stakeholders want to test an anchored navigation that they will only implement if it performs at least 2.5% better than the non-anchored navigation. With a significance level of 95% and a minimum detectable lift of 2.5%, the test will run for 44 days.

Which parameter should an analyst change to reduce the duration?

A. Reduce the minimum detectable lift
B. Reduce the significance level
C. Increase the minimum detectable lift
D. Increase the significance level

6. A new Category Page was recently tested. An analyst calculates the following results:

- 3% increase in Revenue per Visitor
- 96% confidence level

What should the analyst tell the stakeholders to expect if the new experience is implemented on the site, based on a 95% confidence interval?

A. Revenue will decrease
B. Revenue will increase
C. Revenue may increase or decrease
D. Revenue will stay the same

7. An A/B test results in a 2% lift in Revenue per Visitor for Experience B. An analyst needs to explain to the stakeholder how this lift will affect the eCommerce company's overall revenue once the change is made.

The change will be made prior to the start of the next fiscal year. The company estimates that they will make $2,000,000 without the site change tested as Experience B.

What is the estimated incremental revenue that the company will make next year?

A. $2,000
B. $4,000
C. $20,000
D. $40,000

8. An analyst downloads the Order Detail report for a Target activity that has Revenue per Visitor (RPV) as the Primary KPI. The analyst wants to remove any outliers more than 2 standard deviations from the mean value. The mean is calculated at $50 and the standard deviation at $15. The top 8 order values from the report are shown:

Campaign ID	Experience	Order Date	Order Time	Order ID	Amount	Product IDs
Cart Test 2	Experience A	10/12	12:33:57 AM	1	$1,040.19	12,40,14
Cart Test 2	Experience A	10/11	3:47:50 AM	2	$101.34	42,14
Cart Test 2	Experience C	10/12	1:52:02 AM	3	$87.44	30,14
Cart Test 2	Experience B	10/10	1:43:03 PM	4	$74.98	88
Cart Test 2	Experience C	10/12	5:42:11 AM	5	$62.10	17
Cart Test 2	Experience B	10/11	3:41:10 PM	6	$59.98	21
Cart Test 2	Experience A	10/12	2:21:57 PM	7	$55.24	30
Cart Test 2	Experience B	10/10	1:11:17 AM	8	$49.81	14

The analyst needs to remove ALL qualifying orders. NO other orders should be removed.

Which orders should be removed?

A. Orders 1 through 2
B. Orders 1 through 3
C. Orders 1 through 4
D. Orders 1 through 5

9. An analyst is evaluating a recently ended test and needs to make a recommendation to the activity's stakeholders. The test has reached sample size, which was calculated before launch using revenue per visitor (RPV) as the KPI. The activity results are shown below:

EXPERIENCE	VISITORS	ORDERS	ORDER RATE LIFT	REVENUE	RPV LIFT	P-VALUE
Experience A (Control)	220,847	15,971		$1,776,382		
Experience B	220,493	16,450	+3.2%	$1,794,927	+1.2%	0.39719
Experience C	220,582	16,148	+1.2%	$1,698,726	- 4.3%	0.03983
Experience D	220,293	15,444	- 3.1%	$1,832,481	+3.4%	0.06179
Experience E	220,685	15,363	- 3.7%	$1,767,109	- 0.4%	0.81186

Which two conclusions should an analyst make? (Choose two.)
A. Lower bound of a 95% Confidence Interval for Experience B = +2%
B. Lower bound of a 75% Confidence Interval for Experience B = -2%
C. Upper bound of a 95% Confidence Interval for Experience C = -1%
D. Upper bound of a 90% Confidence Interval for Experience C = +3%

10. An A/B Test activity has the following inputs:

• 5 experiences (including the control)
• 1,000 daily visitors expected

• **Expected control conversion rate of 20%**

The test's sample size was scaled to detect a 10% lift with 95% confidence. After 50 days, the activity has reached sample size and shows the following data:

EXPERIENCE	VISITORS	CONVERSIONS
Experience A (Control)	10,000	2,000
Experience B	10,000	1,850
Experience C	10,000	2,100
Experience D	10,000	2,150
Experience E	10,000	2,050

Which conclusion should the analyst draw?

A. Experience D is the only experience that outperforms the control with at least 95% confidence.

B. Experiences C and D are the only experiences that outperform the control with at least 95% confidence.

C. Experiences C, D, and E are the only experiences that outperform the control with at least 95% confidence.

D. Experiences B, C, D, and E each fail to outperform the control with at least 95% confidence.

Answer key

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    How does this change affect the test?

    Correct Answer: C - Decreased sample size

2. **Business stakeholders need first-time site users to include an additional product when making their first purchase. A new product page experience has been designed to accomplish this task. An analyst must recommend a target activity to determine if the new design achieved its goal.**

    What should the analyst recommend as the primary KPI for the activity?

    Correct Answer: C – Units per order

3. **An analyst is given the following information for a site page. The analyst must calculate the mean and standard deviation of Revenue per Visitor (RPV):**

    - **Visitors: 100,000**
    - **Orders: 2,500**
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    What additional information does the analyst need to complete the calculations?

    Correct Answer: A - Individual order values

4. **Category Page Test Inputs:**

    - **20 days**
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    How many visitors must view a Category Page each day to run this test?

    Correct Answer: C – 12,000

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    Which parameter should an analyst change to reduce the duration?

    Correct Answer: B - Reduce the significance level

6. A new Category Page was recently tested. An analyst calculates the following results:

   - **3% increase in Revenue per Visitor**
   - **96% confidence level**

   What should the analyst tell the stakeholders to expect if the new experience is implemented on the site, based on a 95% confidence interval?

Correct Answer: B - Revenue will increase

7. **An A/B test results in a 2% lift in Revenue per Visitor for Experience B. An analyst needs to explain to the stakeholder how this lift will affect the eCommerce company's overall revenue once the change is made.**

   The change will be made prior to the start of the next fiscal year. The company estimates that they will make $2,000,000 without the site change tested as Experience B.

   What is the estimated incremental revenue that the company will make next year?

Correct Answer: D - $40,000

8. **An analyst downloads the Order Detail report for a Target activity that has Revenue per Visitor (RPV) as the Primary KPI. The analyst wants to remove any outliers more than 2 standard deviations from the mean value. The mean is calculated at $50 and the standard deviation at $15. The top 8 order values from the report are shown:**

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Correct Answer: B - Orders 1 through 3

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Correct Answer: B - Lower bound of a 75% Confidence Interval for Experience B = -2%

C - Upper bound of a 95% Confidence Interval for Experience C = -1%

10. **An A/B Test activity has the following inputs:**

   • **5 experiences (including the control)**
   • **1,000 daily visitors expected**
   • **Expected control conversion rate of 20%**

   The test's sample size was scaled to detect a 10% lift with 95% confidence. After 50 days, the activity has reached sample size and shows the following data:

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Experience D	10,000	2,150
Experience E	10,000	2,050

   Which conclusion should the analyst draw?

Correct Answer: D - Experiences B, C, D, and E each fail to outperform the control with at least 95% confidence.

Support

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