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QUESTION 1

You are using the Magento B2B module and you are requested to change the catalog type in your Magento store from custom to public.

What are the three results from the change?

Choose 3 answers

- A. Original companies are reassigned to the replacement
- B. All new catalogs are shared
- C. Only guest visitors will see this catalog
- D. The existing public shared catalog will be converted to a custom catalog
- E. This cannot be reverted back to a custom catalog

Correct Answer: ADE

QUESTION 2

A Magento Cloud merchant is planning their Black Friday ?Cyber Monday campaigns and wants to see an analysis of last year's campaigns. What are two to use Magento Business Intelligence to deliver this analysis?

- A. Create a report comparing revenue and discount amounts for coupons that were promoted during fast years campaigns.
- B. Use the ROI calculator to input last year's holiday spend and compare it against net revenue
- C. Do a server performance check to assess impact of holiday traffic spikes on conversion rate
- D. Use the Cohort Report Builder to understand the Lifetime value of holiday-acquired customers vs, other customers

Correct Answer: AC

QUESTION 3

A merchant selling tools want a specialized shop for a specific profession. It requires a different category structure and a subnet of products. How do you set up a specialized shop in Magento in addition to the main store?

- A. Create a new store with its own root category and store view within the same. Assign products to the store view
- B. Create a new website, store, and store and keep the same category. Assign the required categories and products to the website.
- C. Create a new store view with its own root category within the main store. Assign products to the new categories tree
- D. Create a new website with one store and its own root category and one store view Assign the required products to the new website.



Correct Answer: C

QUESTION 4

A merchant has two websites, one for the US and one for the EU.

The US website is available in English and Spanish and the EU website is available in English, Spanish and German.

Maintaining the Spanish product localizations twice is causing a lot of duplicate work for the merchant.

What do you recommend?

- A. Create a customization that automatically copies all content from the US Spanish store view to the EU Spanish store view scope.
- B. Use Spanish as the default scope localization instead of English.
- C. Use an integration with a product information management system to manage the localizations.
- D. Set up Magento so both websites share the Spanish store view

Correct Answer: B

QUESTION 5

After launching a redesigned checkout, your merchant wants to know how well their checkout experience has improved. What Shopping Behavior metric do you share with them?

- A. No Can Addition
- B. Sessions with Add to Can
- C. Sessions with Transactions
- D. Checkout Engagement Percentage

Correct Answer: A

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