

# Module 2 - Configuring, executing and managing

Hope Module 1 familiarized you with blocks of Target and gave overview of Target application.

This toolkit is designed for [Professional Exam Aspirants](#). There is total 4 Modules and we in module 2. Study Each module per week to stick to schedule. Technical Parts of applications are depicted in Videos, you can learn more about them from experience League. You can visit [Get prep page](#) to understand the contents and anticipate the learning journey. You can always refer the [Welcome Kit](#) to build your basic understanding about Target.

This is Professional Exam, Business Practitioner toolkit Module 2. This module contains 8 sections. This is the longest module with all the explanations, so complete this module with more dedication and focus.

Also, Do not forget to schedule your exam on [Examiity](#) to best the best of Mentorship Program.

## [2.1 Visual Experience Composer \(VEC\)](#)

The VEC is a WYSIWYG user interface that lets you easily create and test personalized experiences and offers in the site context. You can create experiences and offers for Target activities by dragging and dropping, swapping, and modifying the layout and content of a web page (or offer) or mobile web page. Watch out 2 composer [videos](#) to learn more about VEC.

## [2.2 A/B Test overview](#)

[Multivariate Testing \(MVT\)](#) in Adobe Target compares combinations of offers in elements on a page to determine which combination performs the best for a specific audience, and identifies which element most impacts the activity's success. Check [this](#) page to understand more about A/B testing activities. Checkout the [video](#) to understand the step wise application.

## [2.3 Create an Experience Targeting activity](#)

Use the Visual Experience Composer (VEC) to create an Experience Targeting (XT) activity on a Target-enabled page and to modify portions of the page within Adobe Target. Check the details I [page](#).

## [2.4 Create audiences](#)

Audiences in Adobe Target determine who sees content and experiences in a targeted activity.

Audiences are used anywhere targeting is available. When targeting an activity, you have the following options:

- Select a reusable audience from the Audiences list
- [Create an activity-specific audience](#) and target it
- [Combine multiple audiences](#) to create an ad hoc audience

Checkout the [video](#) for more information.

## [2.5 Activity QA](#)

Check the page to Use QA URLs in Adobe Target to perform easy end-to-end activity QA with preview links that never change, optional audience targeting, and QA reporting that stays segmented from live activity data.

## [2.6 Recommendations](#)

Adobe Target Recommendations activities automatically display products, services, or content that might interest your visitors based on previous user activity, preferences, or other criteria. Target Recommendations helps direct visitor to relevant items they might otherwise not know about. Recommendations lets you provide your visitors with relevant content at the right time and in the right place. Visit the [page](#) to understand more.

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Don't forget to apply the knowledge by answering the questions in [community](#). Spread the knowledge. Use the [practice Exam](#) to understand the pattern and kind of questions.