

Adobe

Exam Questions AD0-E201

Adobe Analytics Developer



NEW QUESTION 1

Some variables are being populated correctly in your implementation and others are not. Which of the displayed variables uses the correct case?

- A. s.channel-Help
- B. s.PageType-Cprt'
- C. s.Pagename-'Homepage
- D. s.purchased-1234567899'

Answer: C

NEW QUESTION 2

While navigating from one page to another, two server calls are sent with each click. The one has a link type of 'Ink_e' which is used only for Exist Link. Which variable should be modified to resolve the issue with the extra server call?

- A. s.linkInternalFilters
- B. s.trackExiyLinks
- C. s.linkExternalFilters
- D. s.trackinternallinks

Answer: A

NEW QUESTION 3

A developer created a rule in Adobe Experience Platform Launch, but the rule is not visible when testing the development library. What went wrong?

- A. The rule was not built to the correct working library.
- B. A new rule is disabled by default.
- C. A new rule can only be tested in the staging environment.
- D. A new rule takes time to be processed.

Answer: B

NEW QUESTION 4

A solution design reference document says that an Adobe Analytics variable should be populated on all pages. What are two methods that could be used to meet this requirement? (Choose two.)

- A. Create a data element in Adobe Experience Platform Launch that matches the name of the variable, and it will be populated automatically.
- B. Configure the variable with a default value inside of the Adobe Analytics Report Suite configuration.
- C. Set the variable in the Global variable section of the Adobe Analytics extension in Adobe Experience Platform Launch.
- D. Set the variable in the Adobe Analytics: Set Variables action of a page load rule in Adobe

Answer: BD

NEW QUESTION 5

A developer has tested a submitted Adobe Experience Platform Launch library in the staging environment and detected a problem. How should the developer fix this issue?

- A. Wait for the approver to reject, make the changes to the library in staging and then approve the changes.
- B. Make the changes to the library in staging, and then publish to production.
- C. Wait for the approver to reject, make the change to the library in development, and re-submit for approval.
- D. Make the changes to the library in staging and re-submit for approval.

Answer: C

NEW QUESTION 6

A business stakeholder is running a campaign on multiple social media platforms for an upcoming holiday. They want to know the complete journey after a user clicks on the campaign and enters the site. How can this requirement be met?

- A. Use prop with lists enabled.
- B. Use s.campaign, and populate the data.
- C. Use prop, and populate the data.
- D. Use
- E. campaign with pathing enabled.

Answer: B

NEW QUESTION 7

Assuming that all data will be collected from an on-page data layer, when should a data layer property be updated and called by its data element so that the value is accurate for the link click?

- A. After the s,t() call before the s,t1() call
- B. After both the s,vt() and s,t1() calls
- C. Before any server calls are made
- D. On DOM ready before window.onload()

Answer: B

NEW QUESTION 8

What needs to be done after checking the " Automatically share Analytics Data with Audience Manager" option in the Adobe Analytics Extension?

- A. The data integration Library (DIL code must be added to the AppMeasurement file.
- B. Server-side forwarding needsto be enabled in the Analytics Admin tools.
- C. The web manager needs to set the 'aam_track cookie on the website.
- D. Audience Manager tracking needs to be enabled in the Analytics Admin tools

Answer: A

NEW QUESTION 9

How can a developer see which Adobe Experience Platform Launch rules are being fired without using browser plugins?

- A. `_satellite.logger.debug(true);`
- B. `_satellite.setDebug(true);`
- C. `_satellite.setDebug();`
- D. `localStong,seitem('setDebug[.; true);`

Answer: B

NEW QUESTION 10

Which built-in functions have been deprecated in Adobe Experience Platform Launch?

A)

```
_satellite.cookie.set() , _satellite.cookie.read() , _satellite.logger()
```

B)

```
_satellite.setCookie() , _satellite.getCookie() , _satellite.notify()
```

C)

```
_satellite.cookie.set() , _satellite.cookie.get() , _satellite.logger()
```

D)

```
_satellite.setCookie() , _satellite.readCookie() , _satellite.notify()
```

- A. Option A
- B. Option B
- C. Option C
- D. Option D

Answer: B

NEW QUESTION 10

After using the migration button in Adobe Dynamic Tag Management (DTM) to Adobe Experience Platform Launch., the analytics developer notices that some of the data elements were not copied over.

What would cause this issue?

- A. The data elements were custom coded and could not be migrated over.
- B. The number of data elements exceeded the limit of the migration tool.
- C. The data elements were not fully configured in DTM, so there was no need to migrate them over.
- D. Thedata element resources was named something else in Launch, so it could not be migrated over

Answer: C

NEW QUESTION 12

An adobe Analyticsdeveloper is analyzing the reasons behind a data loss. The application has to support offline tracking, so trackoffline is set to true. What is the reason behind the data loss?

- A. Report is not timestamp enabled.
- B. Default value for property officeLimitis not increased.
- C. Forceoffline property is enabled.
- D. Additional property offlinetrackingSuite is empty.

Answer: B

NEW QUESTION 16

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