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Exam Questions AD0-E201

Adobe Analytics Developer

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NEW QUESTION 1
In the product string for a single item, how many semicoins (;) come before the name of the product?

A. 3
B. 2
C. 1

Answer: B

NEW QUESTION 2
A solution design reference document says that an AdobeAnalytics 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 3
Which variable us used to activate or deactivate doPlugin() to run customized routines to gather or tier data centrally?

A. s.activePlugins
B. s,doPlugins
C. s,usePlugins
D. s,trackPlugins

Answer: C

NEW QUESTION 4
A client would like to implement tracking on their product from to access perform of their financial products. They have 20 products flows, and they want to understand how many times a flow has been started andcompleted for each product.
What should the Analytics developer recommend to meet these requirement in the most efficient manner?

A. Use one eVar to define the flow name, one custom events for the start, and custom event for the end.
B. Use one distinct custom event for each product, and for flow start and each flow completion.
C. Use one unique pageName for each step of each product.
D. Use a custom property to track the step and a processing rule to populate the product.

Answer: A

NEW QUESTION 5
A business stakeholder is running a campaign on multiple social media platform 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.compaign, and populate the data.
C. Use prop, and populate the data.
D. Use
E. campaign with pathing enabled.

Answer: B

NEW QUESTION 6
When collecting a query parameter (cid) to store in a prop, which syntax is correct?

A. s.prop3 -s.Util,getQueryParam('cid');
B. s.prop3--s.Util,GetQueryParam('cid');
C. s.prop3 --s.Util,getQuery,Parameter('cid');
D. s.prop3 -s.ntil,getquery,Parameter('cid');

Answer: A

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,yt() and s,t1() calls
C. Before any server calls aremade
D. On DOM ready before window,onload()

Answer:

B

NEW QUESTION 8
According to the Solution Design Reference (SDR) eVar6 is designated to capture the category at the time each product was viewed.
The SRD shows a code example for theuse of eVar6:
Which configuration setting must be set for eVar to properly record its values?

A. Enable sub relations for products and eVar6.
B. Set the allocation to origin, and expiration to purchase.
C. Set Conversion Variable Syntax, and choose the binding event.
D. Enable merchandising, and use product syntax.

Answer: B

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
A particular campaign ID, 'email123 is present in the Tracking Code report. Howver when viewing the Campaigns report, no data relating to this tracking code can be found.
What is the cause of the missing data/

A. valid tracking codes should be 10 characters in length.
B. A name for the campaign was not sent along with the tracking code on the beacon.
C. The campaign to which this tracking code belongs has expired.
D. The classifications table for the Tracking Code needs to be updated.

Answer: B

NEW QUESTION 14
A company uses Adobe Analytics for itsmobile app, which is available for downloading in the App Store. Which type of metrics should be used to display how much time elapses between installation and an initial
in-app purchase?

A. Revenue
B. Time to Complete
C. Lifetime value
D. App Events

Answer: B

NEW QUESTION 17
A hit comes in with the currency ofBritish Pounds (GBP) and revenue of 19.95. The base currency for the report suite is United States dollars (USD).
What value is stored in Adobe Analytics?

A. 19.95 in GBP
B. 19.95 in USD
C. 19.95 converted to BGP
D. 19.95 converted to USD

Answer: D

NEW QUESTION 20
What are two characteristics that are only true of props? (Choose two.)

A. They persist, to be collected on subsequent server calls.
B. They can be used for allocation of conversion to report values.
C. They cannot persist from one server call to another.
D. They can have a total length of characters.
E. They can have enabled for use in report and Analytics.

Answer: BD

NEW QUESTION 22
Duplicate page views commonly occur on the first page of a single-page application due to the default page view beacon being fired across the entiresite in additional to direct call rules used by the application.
Knowing the landing page URL for the application, what is the recommended why in Adobe Experience Platform Launch to suppress this default page view beacon, so that the direct call rule beacon is the only one that fires upon landing on that fires landing on the application?

A. Create a rule that fires on the bottom of every page; clear all the variable from the beacon so that it will not fire.
B. Add custom code to your default page load rulethat sets
C. defaultBeacon to false
D. Configure the property in Launch to support single-page applications, and it will happen automatically.
E. Create a snippet code in ''Customize Page Code'' in the Analytics extension that executes return false if theURL current page matches that of the landing page URL for the application.

Answer: B

NEW QUESTION 23
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 offliceLimitis not increased.
C. Forceoffline property is enabled.
D. Additional property offlinetrackingSuite is empty.

Answer: B

NEW QUESTION 26
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