

# Adobe

## Exam Questions AD0-E201

Adobe Analytics Developer



#### NEW QUESTION 1

In a single Page Application (SPA), which event is type is unsupported for triggering a rule when a user goes from one view to another?

- A. Direct Call
- B. Page Bottom
- C. Custom Event
- D. History Change

**Answer:** A

#### NEW QUESTION 2

Which event types are available for custom success events in Adobe Analytics?

- A. Counter, currency, and numeric
- B. Counter string, and numeric
- C. Counter,currency, and incrementor
- D. Counter, string, and integer

**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. Whatwent 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

An Analytics developer placed the doPlugins() function in the code editor of the Adobe Analytics extension to populate the s.campaign variable. Then, the developer created arule to populated the s,compaign variable on a specific landing page.

When validating the value of the s,compaign variable on the specific landing page, it shown the doPlugins() value for the campaign variable. What would cause this issue?

- A. The doPlugin() function value will take precedence over the s,compaign variable
- B. The doPlugin() function needs to be excluded through an exception in the rule.
- C. The doPlugin() function runs last and overwrites any values for the same variables.
- D. The rules condition was not me
- E. so the doPlugins() function persisted.

**Answer:** A

#### NEW QUESTION 5

The client wouldlike to track the subscription flow in the mobile application. The client wants to deduplicate each subscription completion event with unique ID made up with encrypted email address.

How can you meet the customer's requirements?

- A. Ask the client mobiledevelopment team to set &events the variable concatenate it with the hashed ID, using a colon as a separator between the 2 values.Configure an event in the admin console, and set &events Unique Event recording to 'Use unique ID'
- B. Use aprocessing rule to set an event when actionName equals "subscription completed", and concetenate it with the uniqueID, using a colon as a separate between the 2 values.Configure an event in the admin console, and set Unique Event Recording to 'Use unique ID'
- C. Ask the client mobile development team to set the variable, and populate the purchase ID variable with hashed ID, using a processing rule.Configure an event in the admin console, and set Unique Event Recording to 'Use unique ID'
- D. Use a processing rule to set an event when action Name equals "subscription completed". and concatenate it with the unique ID.Configure an event in the admin console, and set unique Event Recording to 'once per visit'

**Answer:** B

#### NEW QUESTION 6

When adding a new app in the Adobe Mobile Services interface, which three settings are required to save and create the app? (Choose three.)

- A. Name
- B. Use HTTPS
- C. App Store
- D. Type
- E. Report Suite
- F. Organization

**Answer:** BD

#### NEW QUESTION 7

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 8

A developer needs to have a rule fire as late as possible upon the initialview of the page. Which event type is the latest to load?

- A. DOM Ready
- B. Window Loaded
- C. Library Loaded
- D. Page Bottom

**Answer:** A

#### NEW QUESTION 9

What is true the s.products variable that does not apply to other conversion variables in Adobe Analytics?

- A. It still needs to have an Expiration value set (i,e; Visit, Day, Week, etc.)
- B. It can contain characters such as ", © and ®
- C. It allow for list enablement, where each list entry is limited to 100 bytes.
- D. It does not persist beyond a single hit.

**Answer:** C

#### NEW QUESTION 10

A developer is migrating from a legacy implementation of Adobe Analytics to Adobe Experience Platform Launch. What is the recommend value to enter into the Tracking Server field of the Adobe Analytics Extension?

- A. Use the domain 207.net
- B. Leave the field blank
- C. Use thedomain legacy,sc,cmtrdc.net
- D. Use the same value from the earlier version.

**Answer:** D

#### NEW QUESTION 10

What should be used to transform the incoming values before an event is set based on the reported data?

- A. Triggers
- B. Processing Rules
- C. Context Data Variable
- D. Conversion Variable

**Answer:** C

#### NEW QUESTION 11

Adobe Experience Platform Launch has been implemented using asynchronous deployment. When does a rules fire if it is configured to trigger ona "Page Bottom" event?

- A. If the load browser event has already occurred
- B. Just before the library is loaded
- C. when the DOMContentLoaded browser event occurs
- D. Immediately when the library is loaded

**Answer:** C

#### NEW QUESTION 13

Ah Adobe Analytics report shows a big percentage of breakdown values as "Other". What could be the reason for this problem?

- A. Conversion event fires without a conversion variable
- B. Using segments in which in the rule is disabled
- C. Pages fire outside URL filters
- D. Unclassified data in classificationreports

**Answer:** B

#### NEW QUESTION 18

Given the following example data layer:

```
var digitalData = {
  pageInfo: {
    pageName: 'National Economy Page',
    siteSection: 'Nation'
  },
  userInfo: {
    language: 'en-UK'
  }
}
```

Based on best practices, how should the language be populated in a data element?

- A. data element type: customcode custom code: return digitalData, userInfo, language;
- B. data element type custom code custom code; if {digitalData,pageInfo,language} {return digitalData,pageInfo,language;}
- C. data element type: javascript variable javascript variablename:digitalData.pageinfo.language
- D. date element type: javascript variable javascript variable name: digitalDat
- E. userinfo.language

**Answer: C**

#### NEW QUESTION 19

A client has customer data stored in a customer relationship management (CRM) database and wants to leverage that data in Adobe Analytics. What is the name of the Adobe Core Services feature that will meet this need?

- A. Customer Attributes
- B. Audiences
- C. Experience Cloud ID Service
- D. Customer Activation

**Answer: A**

#### NEW QUESTION 20

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

**Answer: B**

#### NEW QUESTION 22

What is the Adobe-recommend way to enable the Experience Cloud ID within Adobe Experience Platform(AEP) Launch?

- A. The Experience Marketing CloudID extension
- B. The Experience Cloud ID extension
- C. By custom code, as there is no Launch Extension
- D. The Adobe Analytics extension

**Answer: B**

#### NEW QUESTION 24

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 26

A developer is adding the Adobe Analytics extension via Adobe Experience Platform Launch. In order to track page views, what is the recommended event type that the developer should set the rule to fire upon?

- A. DOM ready
- B. Page Bottom
- C. library Loaded
- D. Window Loaded

**Answer: C**

#### NEW QUESTION 27

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 the use 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 30

Adobe Analytics data is not going to the correct report suite, and the issue requires some troubleshooting. Which method will help identify which report suite the data is being sent to?

- A. Look at the image request/ beacon
- B. Look at the source HTML
- C. Look at the query string parameters.
- D. Look at the page URL

**Answer: B**

#### NEW QUESTION 35

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 needs to 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 39

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.setItem('setDebug[.]; true);`

**Answer: B**

#### NEW QUESTION 43

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 47

A particular campaign ID, 'email123 is present in the Tracking Code report. However 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 50

A company uses Adobe Analytics for its mobile 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 53

A hit comes in with the currency of British 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 58

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 entire site in addition to direct call rules used by the application.

Knowing the landing page URL for the application, what is the recommended way 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 rule that 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 the URL current page matches that of the landing page URL for the application.

**Answer:** B

#### NEW QUESTION 62

a banner ad has the wrong campaign ID tracking parameter (tid instead of cid) on the destination URL. Which Adobe Analytics feature can be used to fix this issue?

- A. Classifications
- B. Processing Rules
- C. Event Serialization
- D. Data Sources

**Answer:** A

#### NEW QUESTION 64

An Adobe Analytics developer 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 officeLimit is not increased.
- C. ForceOffline property is enabled.
- D. Additional property offlineTrackingSuite is empty.

**Answer:** B

#### NEW QUESTION 69

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