Adobe

Exam Questions AD0-E202

Adobe Analytics Business Practitioner

NEW QUESTION 1
The website manager asks an analyst to provide an analyst for the churn rate over a period of time among the visitors of product pages.
Which visualization should the analyst choose in order to support the analysis?

A. Products Conversion Funnel
B. Cohort table
C. Fallout
D. Histogram

Answer: B

NEW QUESTION 2
An analyst has business requirements to report on video engagement of visitors who arrive via paid search on a mobile device compared with visitors who arrive via paid search on tabled.
What should the analyst create to meet this business requirement?

A. A data warehouse report with the following metric/dimensions: video completion rat
B. Mobile rate.Mobile tablet, paid search unique visitors
C. A single segment (visits from paid search, mobile and tablet) and apply to the video report to show thecomparison
D. A data segment (visits from paid search, mobile and tablet) and apply to the video report to show the comparison
E. Two segment (Visit from paid search and mobile and visits from paid Search and tablet) and apply to the video report to show the comparison

Answer: A

NEW QUESTION 3
A company has been using Adobe Analyst for many years. Throughout this period, data needs have changed and some variables no longer make sense with historical records.
What is one possible solution for re-purposing a variable?

A. Create a new report Suite with new definition so that the previous data is overwritten.
B. Create a Data, and overwrite the old eVar data into data with new data.
C. Use a SAINT Classification to sort the old data into a new default.
D. Us the reset Conversion variables option to delete the previous data.

Answer: B

NEW QUESTION 4
A data analyst needs to create dashboards with the same elements metrics and dimension for six different divisions of the company. The divisions are captured by a variable called ''Company division'' All users should have access to all the data.
What is the correct way to perform this task in Analysis Workspace?

A. Use the dashboard visualization in Analyst Workspace
B. Use the copy project option and rename it keeping all the same elements and sharing with the appropriate groups.
C. Configure Adobe Workspace to automatically fllp through the panels.
D. Use the dropdown option and allow users to change the dimension that defines the division so that they can change the dashboard.

Answer: B

NEW QUESTION 5
An analyst needs to configure an Affiliate marketing channel within the Marketing Channel Processing Rules. Traffic from this channel uses the "source" and "campaign_name" query parameters. The "source" query parameter is used by other marketing channels. Traffic from the Affiliate marketing channel this query parameter with a value that starts with "aff". Affiliate traffic may NOT have a defined value for "campaign name".
How should the analyst configure the processing rule so that any hits from affiliate are added to the Affiliate marketing channel?

A. Hits where the "source" query parameter starts with "aff" and the "campaign_name" exists
B. Hits where the "source" query parameter starts with "aff"
C. Hits where the "source" and "campaign_name" query parameters exist
D. Hits where the 'campaign_name' query parameter starts with "aff"

Answer: B

NEW QUESTION 6
Which action lets you limit the components before sharing a projct?

A. Save project
B. Share Project
C. Curate project
D. Edit project

Answer: A

NEW QUESTION 7
A learning platform is prompting the registration to a webinar on three pages. On each page Each page there is a button for webinar registration. Clicking the button triggers event1.
On page A they have a featured video presenting the webinar. The video named' New webinar'' is recorded in evar4, once the video is played. Page B and Page

C do not have any videos.
Consider the following scenario:
A user comes to page A, watch the video and clicks on the registration button, but then decides to also check page B, then C. On page C the user clicks again on the registration button. What other of any, should be in place, so that only one registration click is associated with the webinar'' value of evar4.

A. The Participation setting should be disable for event1.
B. No other setting is needed, as evar4 is set only on the first page.
C. The Unique Event recording setting should be checked for event1.
D. The linear Allocation setting should be enabled for evar4.

Answer: C

NEW QUESTION 8
When a segment is created from within a report by dragging a component on the segment area, it is possible to re-use It in another report?

A. Yes, by editing the segment and checking ''Make this segment public'.
B. No, it is not possible.
C. Yes, by editing the segment and checking ''Make this an Experience Cloud audience.''
D. Yes it is automatically available is the segment list.

Answer: C

NEW QUESTION 9
A software company released a new product Software44.ID:12345. When analyzing the products report in order to see how the orders performed since the release of Software4, the product Name report looks like this:
* Software1:144 orders
* Software2:139 orders
* Software3: 58 orders
* Unspecified: 21 orders
The marketing manager wants Unspecified to appear with the product name in the report. What should the analyst do?

A. Delete the rule set in Classification Rule Builder with all listed product IDs and product names.
B. Tell the marketing manager that it cannot be changed the issue comes from the ecommerce/IT team and how they configured the product.
C. Updated the Classification Imported file with 12345 value for product Software4.
D. Update the Classification file with Software product name for 12345.

Answer: A

NEW QUESTION 10
An analyst wants to create a Freeform Table In Adobe Analyst Workspace that shows the top week, based on number of visitors and the number of page loads. Which three default components should be used? (Choose three.)

A. Day of Week
B. Visit
C. Exits
D. Week
E. Page Views
F. Unique Visitors

Answer: BEF

NEW QUESTION 10
In the Solution Design Reference (SDR) document, variable ''Category'' is assigned as ''prop2'' and is set on a product page with value ''Shoes'', it us then set in this sequence.
snooping Cart'' in the View cart page Order summary on the order summary page
Order Completion on the Order Completion page where the Purchase Event is set.
If we count the number of order per category in a report, which value receives the order when one visitor completes a purchase from that products page?

A. Order Completion
B. Confirmation
C. Shopping Cart
D. Shoes

Answer: B

NEW QUESTION 14
A newly-identified bot needs to be filtered out from all reports in a report suite. Which information from the bot can be used? (Choose two.)

A. User-agent
B. Query-string parameter
C. IP address
D. Country
E. ISP

Answer: BC

NEW QUESTION 17

An analyst create a workspace based on two separate segments:
A) A Product type = electronics
B) Marketing channel =affiliate
As a follow-up analysis the analyst wants to identify electronics sales from the affiliate channel over the past 90 days.
Which segment should the analyst create to fulfill these requirements?

A. A new segment to include segment A OR
B. Then within 90 days the orders event count is greater than "0".
C. A new segment to include segment A AND
D. Then within 90 days the orders event count is greater than "0". Product type = electronics
E. A new segment to include segment
F. Then within 90 days the orders event count is greater than "0".
G. A new segment to include segment
H. Then within 90 days the orders event count is greater than "0".Marketing channel = affiliate

Answer: B

NEW QUESTION 18
What are the main considerations when planning a segment?

A. Audience elements, dimension approval process
B. Audience scope elements approval process
C. Audience scope time range process
D. Audience dimension sharing groups time range

Answer: B

NEW QUESTION 23
Certain links on your website are resulting in a 404 page. Which dimension should be used to find out pages are affected?

A. Pages by Geo Dimension
B. Pages by Geo Dimension
C. Patching Dimensions
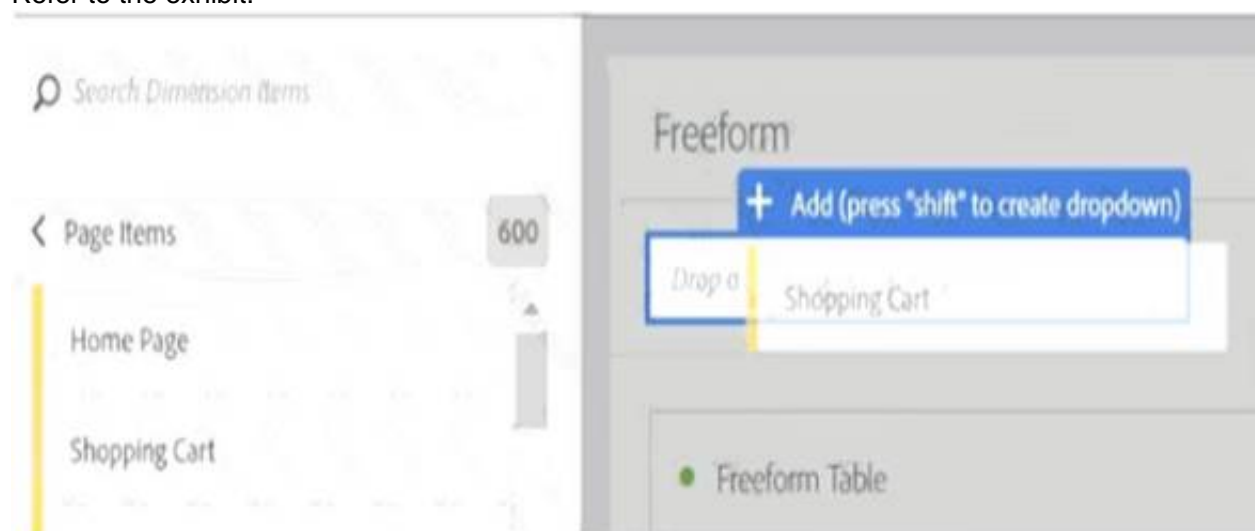D. Page name Dimension

Answer: B

NEW QUESTION 27
Segment used as checkpoint in a Fallout Visualization with four checkpoints must always use which container already?

A. A container that is a high level then the overall context of the Fallout Visualization.
B. A container that is at a visit level for the overall context of the fallout Visualization
C. A container that is at a lower level than the overall context of the fallout Visualization
D. A container that is at a Visitor level for the overall context of the fallout Visualization

Answer: C

NEW QUESTION 29
Refer to the exhibit:

What is the result if dragging and dropping a page name value item on the segment Drop Zone?

A. A visit-based segment that includes entire visits in which the specific pages was viewed at least once
B. A visitor-based segment that includes entire visitor from who saw the specific page at least once.
C. A visit-based segment that included visit in which only the specific page was seen
D. A hit-based segment that includes only the specific page

Answer: A

NEW QUESTION 31
Metric event20 has the name ''Video event start;. but the manager who requested the dashboard would like the metric to show up in the report as ''Video play''.
The web analyst does not have admin rights.
Which method will display a custom name of the metric used in a table in Workspace?

A. Change the name of the metrics in the column settings of the table to the desired value.
B. Manually edit the label of the metric to show up as desired.
C. Use a calculated metric derived from the original metric, naming it as desired.
D. Change the name of the metric in the report Suite Manager in the Success Events Section

Answer: A

NEW QUESTION 35
The SDR document states that an eVar expires after each visit. In the first visit ''value A is collected. How would the evar be populated for the second visit if the evar only collects values on the first visit.

A. Unspecified
B. (not collected)
C. Value A
D. Value B

Answer: B

NEW QUESTION 38
Where can Calculated metrics be used?

A. Real Time reports
B. Fallout
C. Flow
D. Report builder

Answer: D

NEW QUESTION 41
Consider the following Marketing channel processing rule for Session refresh.

The director of data Science to build an attribute model using data from the Marketing Channel variable. However, the director is seeing a very high percentage of traffic attributed to Session refresh.
What are two factors that might be causing this issue? (Choose two.)

A. Adobe Analytics tagging is not present on all pages of the site.
B. Campaign tracking codes are not configured properly.
C. Visitors are deleting their cookies between visits.
D. Traffic from bots is causing errors In the marketing channel logic.
E. Internal URL filters are not properly configured.

Answer: AB

NEW QUESTION 44
Two single condition Segment are set up for creating a Virtual report Suite. Both Segments are visit scoped and have the following rule using default Dimensions:
Segment A: Marketing Channel equals ''Social Networks'' Segment B: Contrives equals ' United kingdom'
Which data subnet of the source report suite will be available when using this Virtual report Suite

A. All Visitor data for visits coming from a Social network AND from the United Kingdom
B. All Visitor data for visitor coming from a Social network OR from the united Kingdom
C. Visit data for visit coming from a Social network AND from the United Kingdom
D. Visit data for visits coming from a Social Network OR from the United Kingdom

Answer: A

NEW QUESTION 46

Anomaly detection alerts the analytics team to a spike in product view on a specific views on a specific item. User further investigation the discovers that a remarketing partner is sending illegitimate traffic to the website. Business partners are asking that the analyst team exclude the traffic from both future report and past reports.
How can this request be accomplished?

A. Create a processing rule to exclude the traffic.
B. Create a segment excluding the traffic.
C. Add offending IP addresses to bot rules to exclude the traffic.
D. Work with Adobe Engineer to create a VISTA rule to exclude the traffic

Answer: A

NEW QUESTION 50
A pet food company with an eCommerce store is currently working with two different media agencies to drive online sales through Paid Search advertisements. They user a parameter in the Tracking Code variable to distinguish between traffic driven by each agency, and they would like to understand which agency is more effective at driving sales.
Which metric should they use to compare and evaluate the agencies Return on Investment (ROI) performance?

A. Revenue
B. Cost per acquisition
C. Conversation Rate
D. Orders

Answer: B

NEW QUESTION 54
Per a solution design reference, the following variables are set when a social share occurs: event5 – Social Share eVar7 – Social Share Channel prop7 – Social Share Channel
In Adobe Analytics Reports, which report can be created?

A. Social Share per Visit by Social Share Channel
B. Top URLs shared
C. Top Products shared
D. Social Shares by Marketing Channel

Answer: A

NEW QUESTION 56
The owner of an electronics store is doing a yearly review of the store's performance and notices that there was a decline in Average order value in the months of April.
Which three statements cloud be true? (Choose three.0

A. Revenue decreased as Orders decreased.
B. Revenue increased as Order remained constant.
C. Revenue decreased as order remained constant.
D. Orders decreased as revenue remained constant.
E. Revenue increased as orders decreased

Answer: BCD

NEW QUESTION 61
A campaign running last week had a query string error, using an invalid separator instead of between the parameters. Due to this error, the tracking code variable as not recorded. The team in charge denies the error, suggesting there is a problem with Adobe Analyst tracing instead.
Which tool can be is to prove the error by showing the full unstrapped URLs, including all the parameters used? Assume no custom variables were used)

A. Data Warehouse
B. Data Feeds
C. Analysis Workspace
D. Reporter

Answer: C

NEW QUESTION 62
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