# AD0-E202 Dumps

# Adobe Analytics Business Practitioner

## https://www.certleader.com/AD0-E202-dumps.html

**NEW QUESTION 1**
A web analyst has created an elaborate, multi-tabbed report in Adobe report Builder. The report is scheduled to be sent to the executive team every morning at 6AM.
Upon receipt of the first report, an executive team member said the report appears incomplete. It was determined only the first tab of the large report was sent. What cloud have cause this issue?

A. The recipient's email address was incorrectly entered.
B. There is a limit to the number of tabs a report can contain.
C. The publish First Tab Only checkbox is the scheduling wizard was checked.
D. The selected delivery file format was .csv or .txt.

**Answer:** C


**NEW QUESTION 2**
An analyst has been given a list of dimension available to conduct an analysis on their hospital's site . The Solution Design Reference (SDR) contains:
Event -Start Appointment Booking - Set on: Appointment Booking Start event2 - Booking Complete Set on Booking Complete eVar Doctor - Type Set on event evar2 - number of available Appointments - Set on event prop Appointment patting
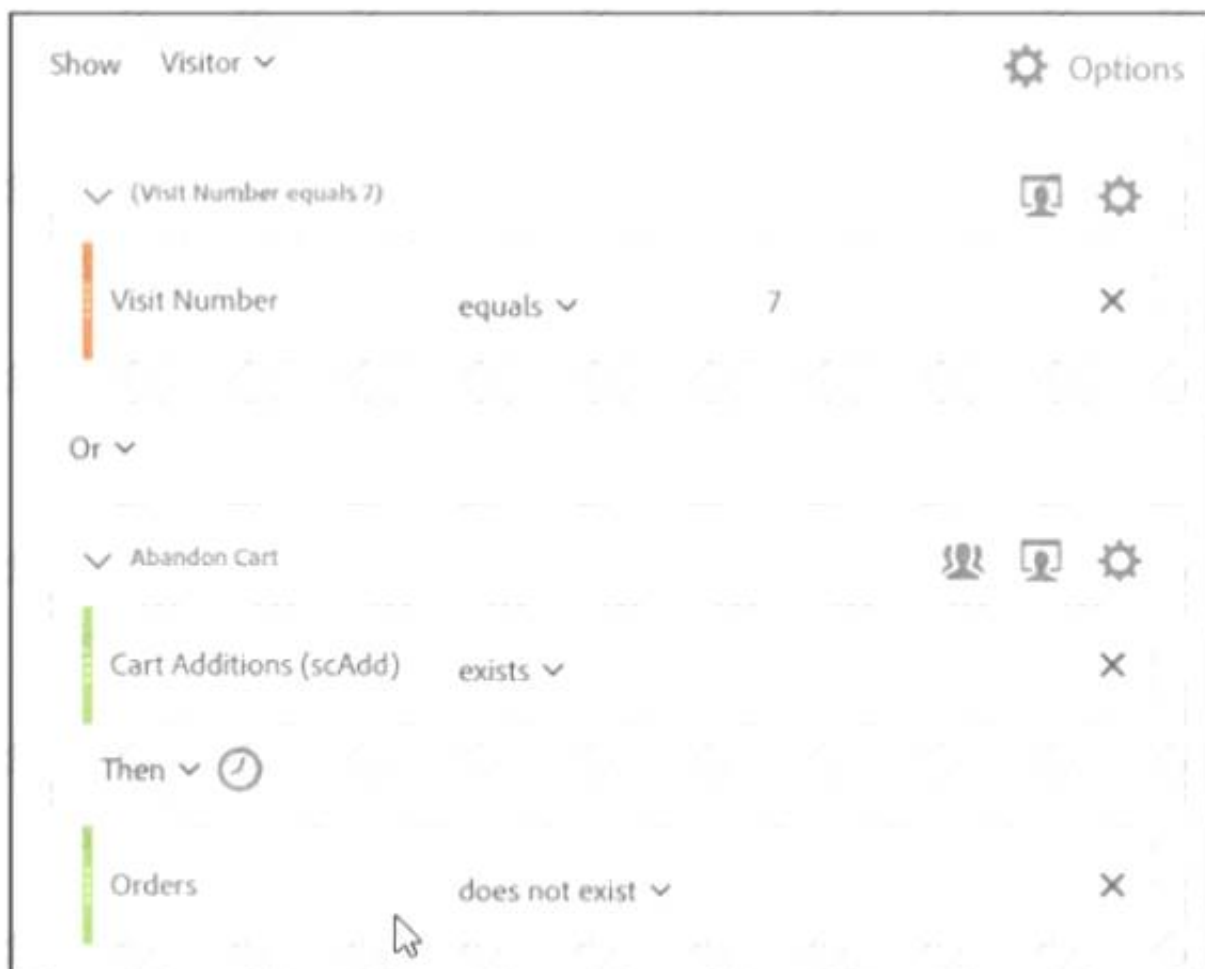Given the SDR which report can be generated?

A. Booking Completion Rate
B. Time to Book an Appointment
C. Length of appointments
D. Missed appointments

**Answer:** B


**NEW QUESTION 3**
Refer to the exhibit.



If the logic between the two containers within the segment is changed from ''OR'' to ''AND'', what will occur?

A. No orders will be displayed.
B. All the cart additions that are greater than or equal to seven will be displayed.
C. The orders that are below seven will be displayed
D. The orders that are above seven will be discovered.

**Answer:** C


**NEW QUESTION 4**
Various reports show None Unspecified other, or unknow depending on the specific report viewed, generally, this breakdown means that the variable was not defined or otherwise unavailable.
Which statements explains the possible behavior of the data?

A. Similar to events firing eVars, It is possible to see ''OTHER'' in a merchandising eVar report when that variable is not defined before a success event.
B. Similarly to non-mobile hits in mobile reports, mobile hits in all Visitor profile| technology report when that variable is not defined before a success event.
C. When viewing classification data any value that does not have data associated with that particular returns ''NONE''. To resolve this issue create a classification export file and classify the appropriate columns.
D. This happens when a user comes to your site for the first and males a purchase without firing eVar1. If you view order in the eVar1 report, there is no value to attribute this order to, so it will appear as NONE:

**Answer:** B

**NEW QUESTION 5**
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 6**
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 7**
Traffic from a social media campaign on facebook.com was tracked in Adobe Analytics with the use of the tracking code paramter.
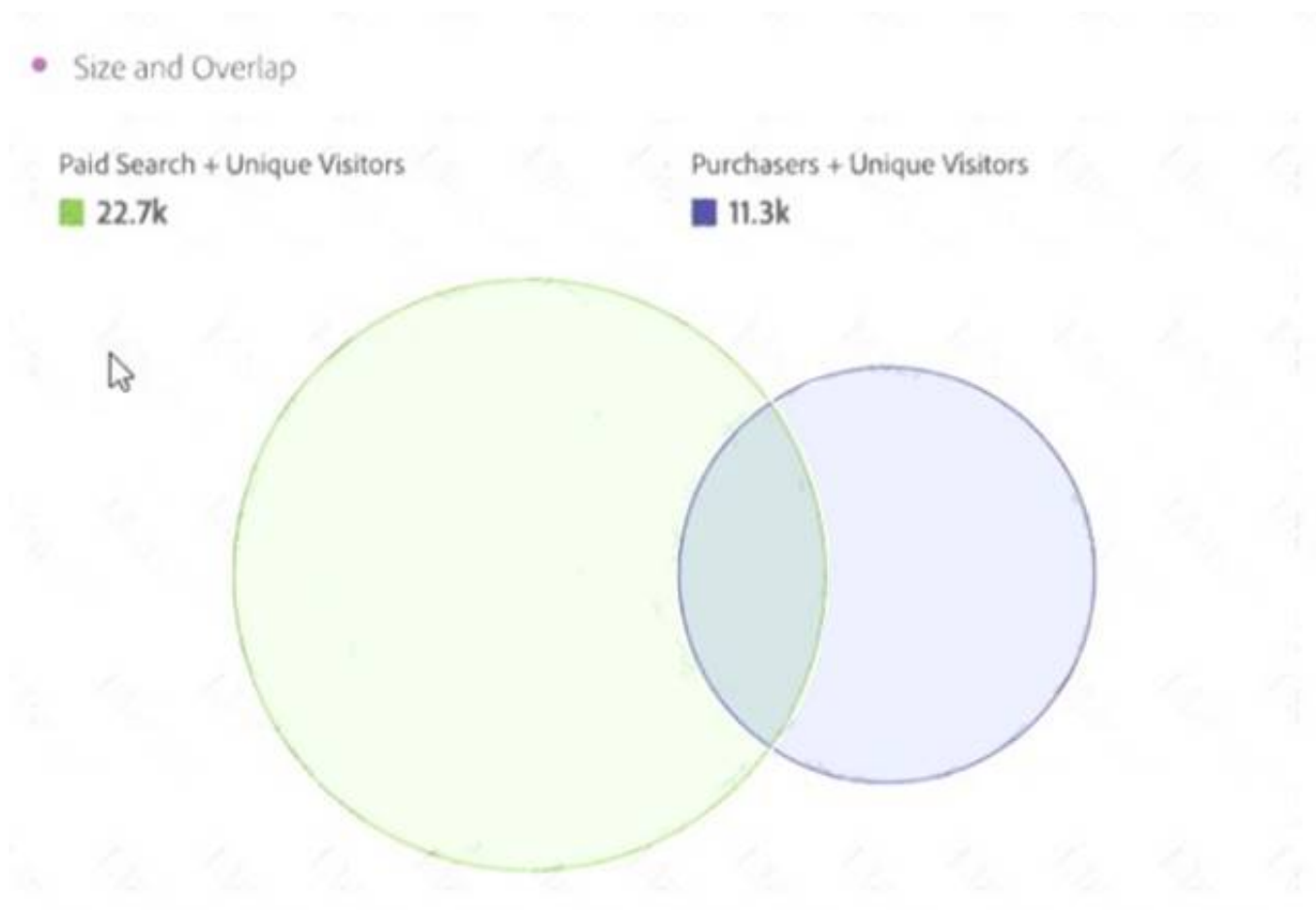Some settings of the used report suite are presented below.



Based solely on he provided information, which two situations may be possible when breaking down this campaign traffic by marketing Channels? (choose two.)

A. All the visits are from Organic Search.
B. All visits are from Direct Traffic.
C. Some of the visits are from Display and others are from Direct traffic.
D. Some visits are from Social Media, other are from Display, and the rest are from Natural search.
E. Some of the visits are from Social Media and other are from Direct traffic.

**Answer:** AC

**NEW QUESTION 8**
Refer to the exhibit.

- Size and Overlap

| Paid Search + Unique Visitors | Purchasers + Unique Visitors |
|---|---|
| ■ 22.7k | ■ 11.3k |



A marketing analyst wants to look into visitors who originated from paid search and made a purchase.
Which two options can be done directly from this Visualization? (Choose two.)

A. Drag the separate and repository the two halve of the Venn Visualization
B. Drag a third segment onto the Venn Visualization to see how it relates to the other two.
C. Click' 'Show data source to create a Freeform table.
D. Right click to create a segment from one side of the Venn Visualization
E. Right Click to create a new fro then overlap region of the Venn Visualization

**Answer:** AD


**NEW QUESTION 9**
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 10**
Analyzing the data in the image below, a data analyst verifies that the report of ''entries'' per page, shows that the HomePage A'' page is responsible for only 3.4% of the total entries to the site:

Analyzing the data in the image below. A data analyst verifies that the report of ''entries'' per page, shows that the HomePage A'' page responsible for only 4.4% of the total entries to the site:



Based on both images and knowledge on the standard metrics of Adobe Analytics, which statement is correct?

A. The page Dimension should be used exclusively with the metric of page Views avoiding false analysis.
B. Occurrences refers to all hits associated with a particular entry page, also counting events Triggered throughout the session.
C. The entry page Dimension refers exclusively to the first page that a visitor lands on the site throughout its history, so there are distortions regarding the period of analysis.
D. The entries metric refers to entries on a given page, and is counted every time the page loads on a visit.

**Answer:** C


**NEW QUESTION 10**
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
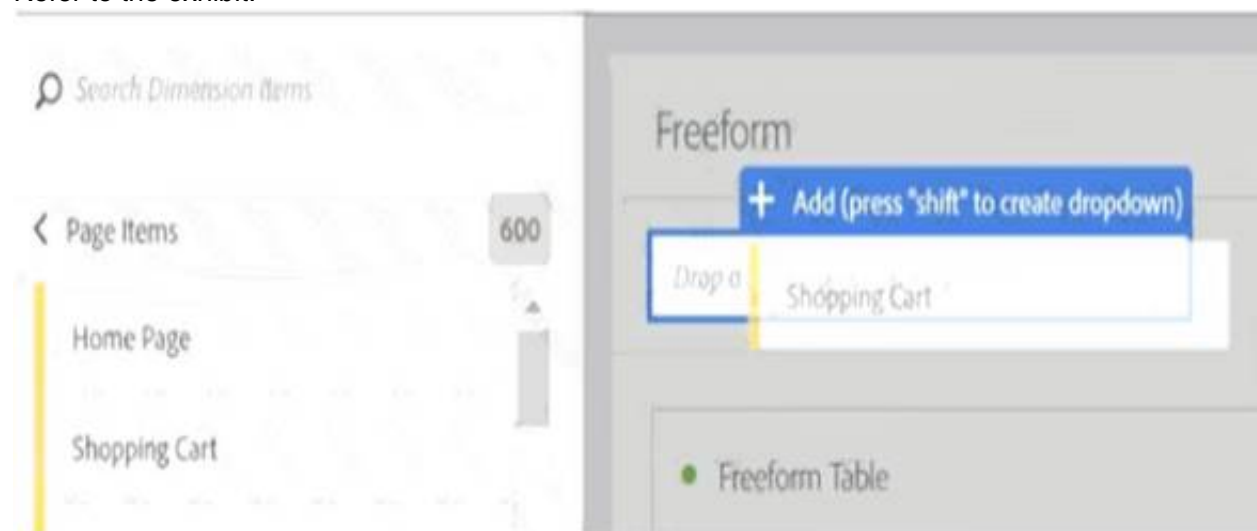D. Page name Dimension

**Answer:** B

**NEW QUESTION 12**
A business owner wants to identify the percentage of people registered in their insurance plan who are over age 65.
Which calculate metric definition should be used to answer the business question?

A. Registration Completes of users over the age of 65/registration completes.
B. Registration Completes/Unique Visitors over the age 65
C. Registration Completes/Registration Completes of user over the age of 65.
D. Registration completes of users over the age of 65 registration completes of under the age of 65

**Answer:** A


**NEW QUESTION 17**
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 21**
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
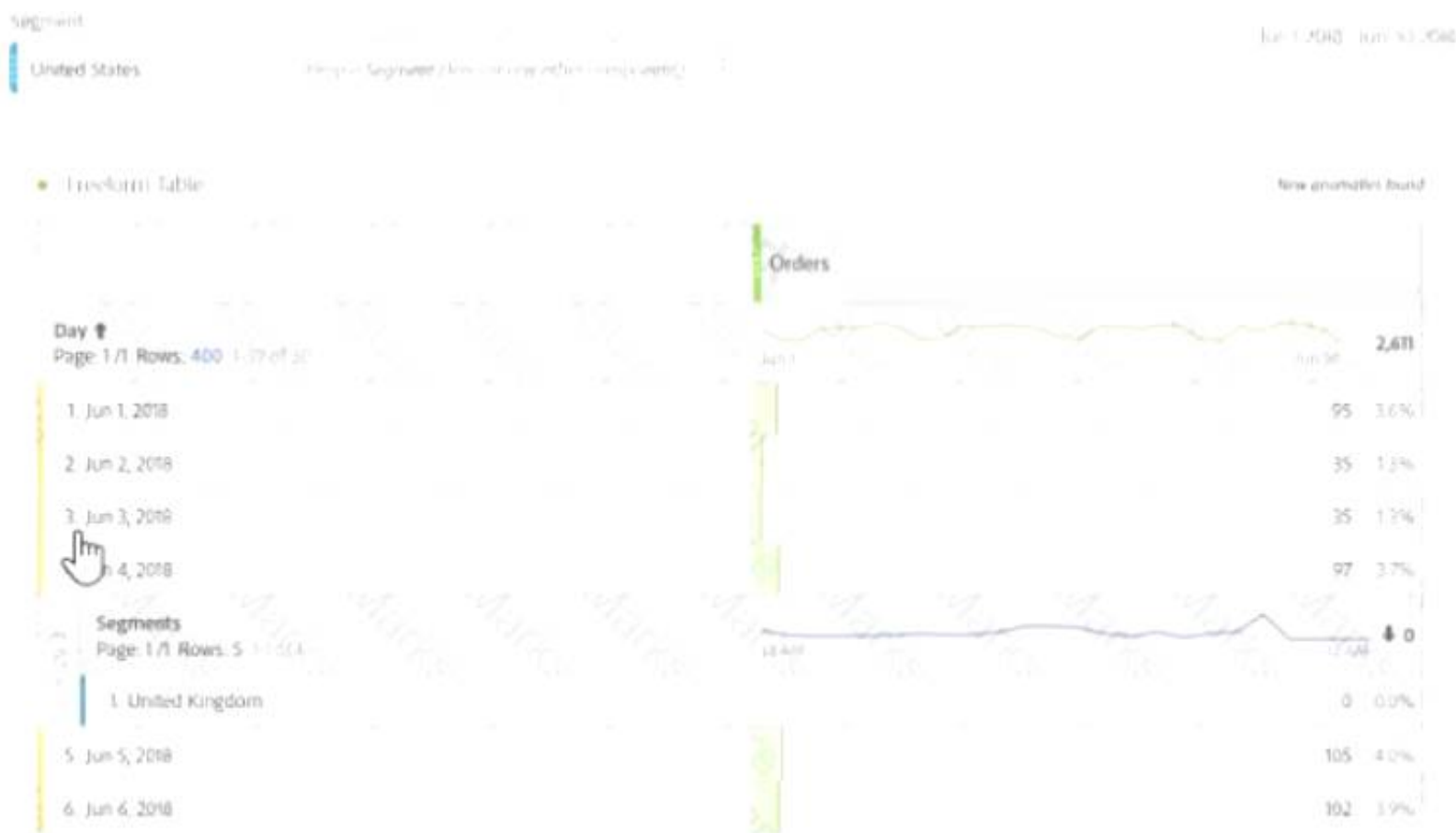
**Answer:** A


**NEW QUESTION 22**
Which two items are available for capture using the Adobe Analytics data insertion API? (Choose two.)

A. Cached pages hits
B. Clicking data
C. Custom links
D. Web browser configuration data
E. Custom visitor ID

**Answer:** AD


**NEW QUESTION 23**
Utilizing a segment identifying website traffic from the Unified States, an executive team member from a computer manufacture is viewing a report showing daily computer sales in the United States. In the component rail the executive sees a segment for ''United Kingdom and drags it directly into the dataset to break down a specific dimension. Every attempt return zero activity.

Why would the dataset drop to zero?

A. Dimension cannot be segmented In Analytics Workspace.
B. Analytics Workspace cannot support more than one segment.
C. The segment was not visit-based
D. The segment are mutually exclusive

**Answer:** B


**NEW QUESTION 25**
A the analyst team has created an Analyst Workspace project featuring a Cohort Table and a Scatter Visualization. The executive team, which does not have Analytics access, has requested distribution of the report.
Which available file format should be used for distribution of the report?

A. PFF
B. PTT
C. CSV
D. XLSZ

**Answer:** C


**NEW QUESTION 28**
Using Intelligence Alerts in an Adobe Analyst Workspace Project, how far back does the alert's anomaly detection go to determine data anomalies on the daily granularity?

A. 15 weeks + same range last year
B. 15 months + same range last year
C. 365 days + same range last year
D. 35 days + same range last year

**Answer:** C


**NEW QUESTION 33**
An Analyst need to create a report using a mix of pages viewed by visitors and customer events to understand where visitors abandon the process.
Which type of report should the analyst create?

A. A patting report within Report
B. A Pathfinder report within workspace
C. A fallout analyst within Workspace
D. A custom event funnel within Reports

**Answer:** B


**NEW QUESTION 36**
An Analyst would like to display the number of visits directly as a chart in Report Builder. How can this task be achieved of possible?

A. In request's Pivot Layout > right click on ''Visits'' and select ''Change Output Display''
B. It is not possible to display metrics as charts in report Builder.
C. In request Custom Layout > right click on ''Visits'' and select' Change to microsoft''
D. In the request created with custom Layout > right click on ''Visits'' and select ''change output Display.''

**Answer:** A

**NEW QUESTION 39**
An administrator wants to share a segment with all users in the organization. What are two best practices for sharing the segments with all users? (Choose two.)

A. Tagging the segment
B. Making and sharing a copy of the segment
C. Approving the segment
D. Sharing the segment with the Experience Cloud
E. Sharing the segment with all groups separately

**Answer:** BC

**NEW QUESTION 42**
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 47**
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 49**
An Adobe Analyst Workspace project panel is set up to show all key Performance indicators(KPIs) The manager wants to be able to toggle between mobile phone, desktop, or all data in the KPI panel.
How can the manager accomplish this task using a single Panel component?

A. Create a virtual report suite for mobile phone and desktop data.
B. Apply both ''Mobile Phone'' and Desktop'' values as filters to the panel.
C. Create a dropdown filter using the Mobile Device Type dimension.
D. Create a dropdown filter using the Mobile device Type dimension.

**Answer:** A

**NEW QUESTION 53**
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 remarking 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 54**
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 56**
How would the analyst create a segment for a new visitor'?

A. Use a segment container of "visitor", where visit number is less than 1
B. Use a segment container of "hit", where visit number is less than 1
C. Use a segment container of "visitor", where visit number = 1
D. Use a segment container of "hit", where visit number = 1

**Answer:** C


**NEW QUESTION 58**
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 60**
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