

# Exam Questions AD0-E201

Adobe Analytics Developer

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#### 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

While navigating from one page to another, two server calls are sent with each click. The one has a link type pf Ink\_e" which is used only for Exist Link Which variable should be modified to resolved the issue with the extra server call?

- A. s, linkInternalFilters
- B. s, trackExiyLinks
- C. s.linkExternalFilters
- D. s.trackinternall;inks

**Answer:** A

#### NEW QUESTION 3

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 the domain legacy,sc,cmtrdc.net
- D. Use the same value from the earlier version.

**Answer:** D

#### NEW QUESTION 4

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 classification reports

**Answer:** B

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

**Answer:** B

#### NEW QUESTION 6

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 are made
- D. On DOM ready before window.onload()

**Answer:** B

#### NEW QUESTION 7

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 8

An analytics developer is seeing this console error: "\$ is not defined  
What is the likely cause of this error?

- A. jQuery is not being loaded before Adobe Launch.
- B. A variable named \$ is not being set in Adobe Launch.
- C. The JQuery version needs to be updated.
- D. Adobe Launch does not allow \$ to be called.

Answer: C

#### NEW QUESTION 9

What effect does this have?

Upon loading a page, `s.pageType` is set to `errorPage`.

- A. The URL of the page will be added to the Pages Not report.
- B. The value errorPage" will be added to the Page Types report.
- C. The page view will not be recorded in Adobe Analytics.
- D. The page view will be placed into a special "Error page" segment in the reports.

Answer: A

#### NEW QUESTION 10

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 10

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 14

What are two characteristics of the s.campaign variable? (Choose two.)

- A. It is usually set using a query string parameter.
- B. It always expires after a visit.
- C. It is treated the same as an eVar when Adobe Analytics is processing data.
- D. Its values must always be classified using SAINT to be visible.
- E. It should only be used for tracking internal campaigns.

Answer: AD

#### NEW QUESTION 15

A Web Developer team forgot to set the scCheckout event.

During a code freeze, how can a developer still add the event to the checkout page within the Adobe Analytics interface?

- A. Data Source
- B. Data Warehouse
- C. VISTA Rules
- D. Processing Rules

Answer: A

#### NEW QUESTION 18

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 19

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 20

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