

# Adobe

## Exam Questions AD0-E201

Adobe Analytics Developer



#### NEW QUESTION 1

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 2

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 and completed 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 3

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 4

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 5

You are working in Adobe Experience Platform Launch and making multiple updates to a library: What is the quickest way to see your results and test your changes?

- A. Save your changes using the Working Library function, and build library.
- B. Open the Local Testing tab, save your changes and build the library.
- C. Open the Quick publish tab, save your changes, and build the library.
- D. Open the Publishing tab, save your changes, and build the library.

**Answer:** A

#### NEW QUESTION 6

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 7

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 8**

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 9**

To track exit rate from the on-site search results page by number of on-site searches the user performed, what kind of variable should be populated with the number of on-site searches?

- A. Traffic Variable
- B. Counter eVar
- C. Predefined Event
- D. Numeric Event

**Answer: C**

**NEW QUESTION 10**

In the Adobe Mobile SDK, what is the name of the file where the Adobe Analytics report Suite ID is set?

- A. ADBMobile.json
- B. ADBMobileConfig.json
- C. AdobeMobileMeasurement.kson
- D. AdobeMobileLimrart.json

**Answer: B**

**NEW QUESTION 10**

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 GBP
- D. 19.95 converted to USD

**Answer: D**

**NEW QUESTION 14**

What is the correct syntax for the `s.products` variable?

A)

```
s.products=";END DoubleNest Hammock;1;100.00"
```

B)

```
s.product=";SUACKI Led Camping Lantern Lights Rechargeable Battery;1;200.1734"
```

C)

```
s.product=";Condurey Blazer;1;709.99"
```

D)

```
s.products=";Geo Camper Tent;1;$300.49"
```

- A. Option A
- B. Option B
- C. Option C
- D. Option D

**Answer: C**

**NEW QUESTION 15**

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 variables 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 16**

An Adobe Analytics variable is populated in the beacon with a value of c3=Green but the resulting report shows a value of #008000. Which two options should be investigated to find the source of the change? (Choose two.)

- A. Visitor Profiles
- B. VISTA Rules
- C. Mobile SDK
- D. PHP Server Side Analytics
- E. Processing Rules

**Answer: AD**

**NEW QUESTION 20**

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