

AD0-E202 Dumps

Adobe Analytics Business Practitioner

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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 could have caused 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 in the scheduling wizard was checked.
- D. The selected delivery file format was .csv or .txt.

Answer: C

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 tablet.

What should the analyst create to meet this business requirement?

- A. A data warehouse report with the following metric/dimensions: video completion rate
- 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 the comparison
- D. A data segment (visits from paid search, mobile and tablet) and apply to the video report to show the comparison
- E. Two segments (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

An analyst wants to use all of the following variables to configure a single fallout report:

- * Landing page prop
- * Marketing channel eVar
- * Product view event
- * Product category eVar

Which tool should the analyst use?

- A. Workspace
- B. Reports and analyst
- C. Data Warehouse
- D. Segment builder

Answer: B

NEW QUESTION 4

An analyst has been given a list of dimensions 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 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 project?

- 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

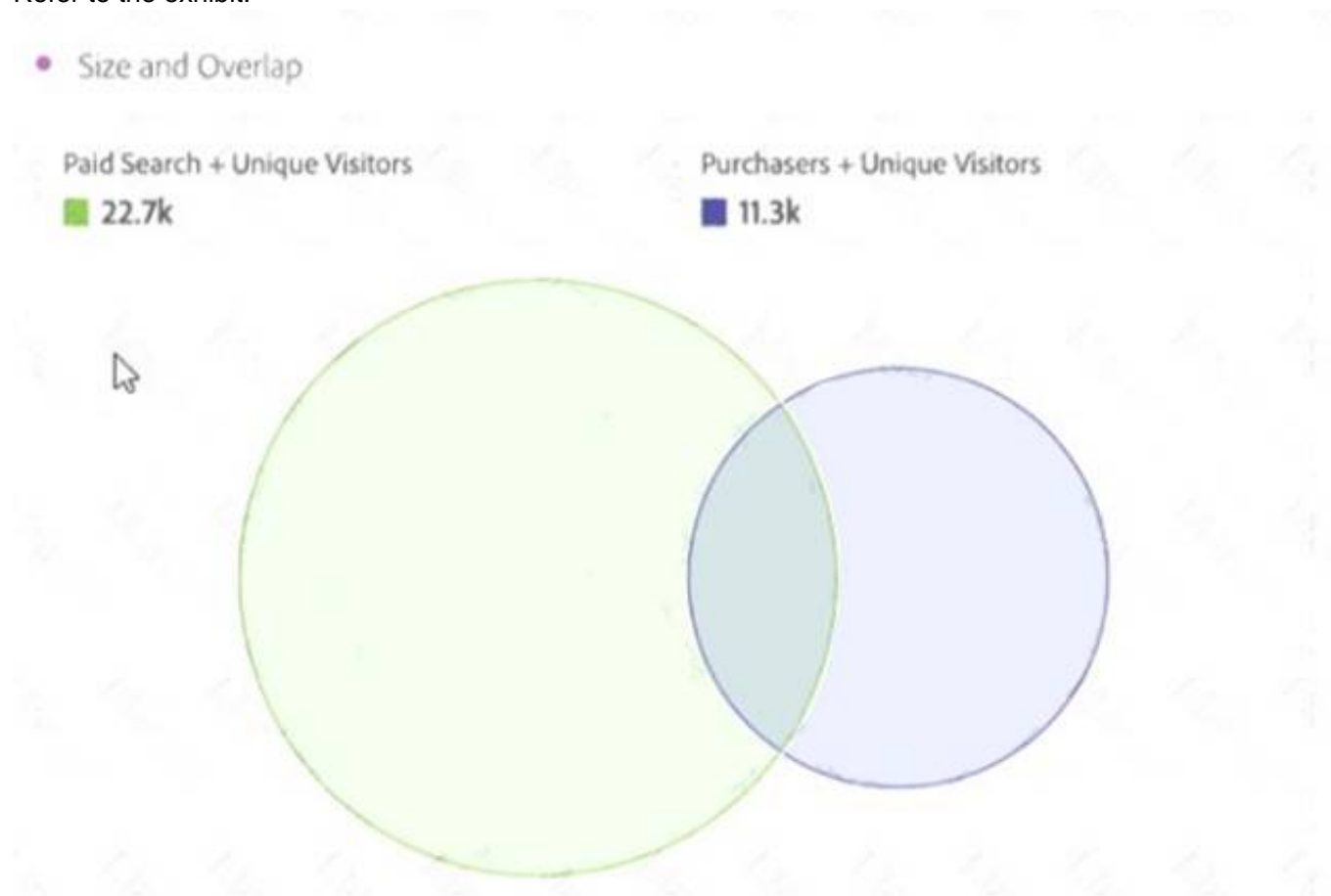
The marketing manager wants Unspecified to appear with the product name in the report. What should the analyst do?

- 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

Refer to the exhibit.



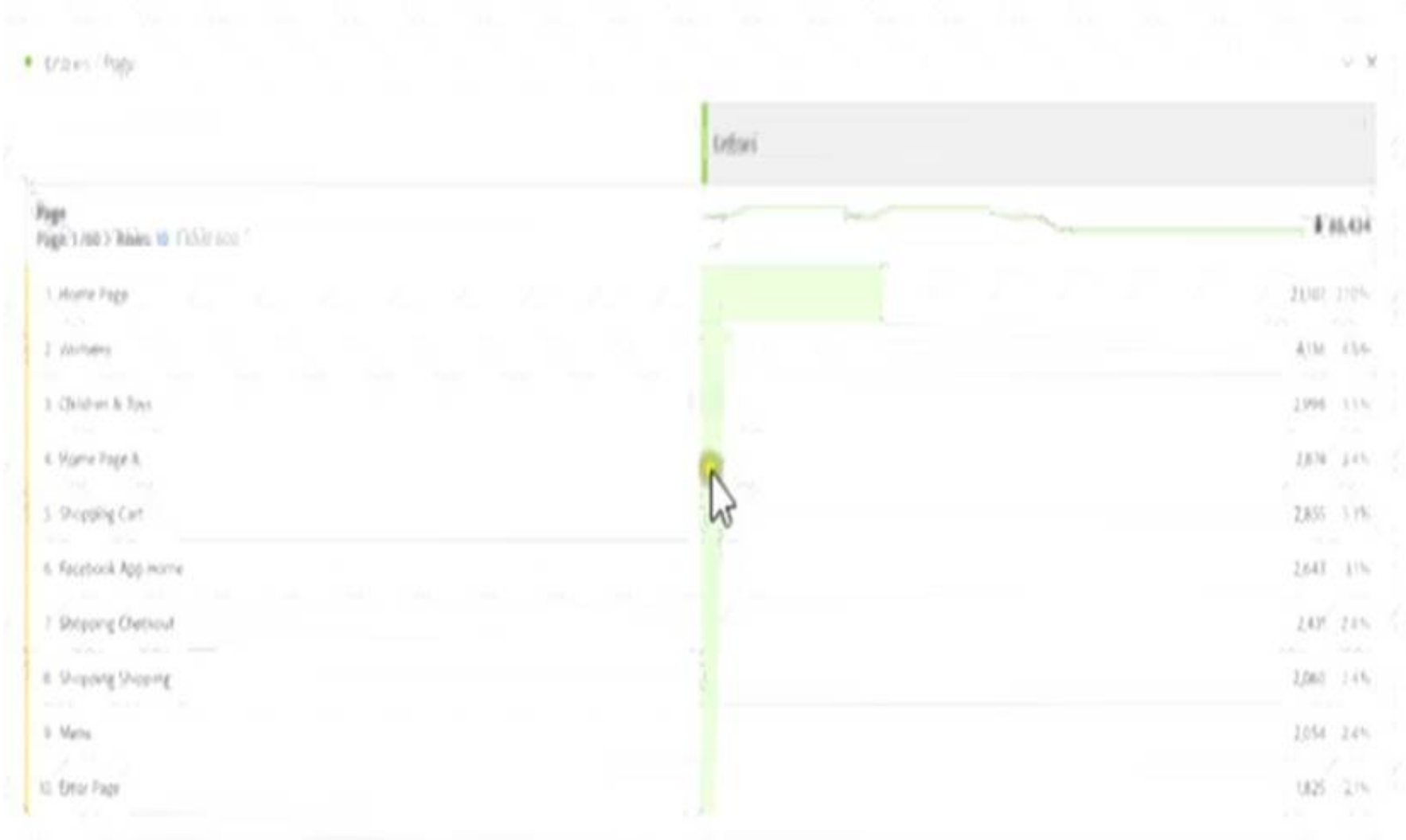
A marketing analyst wants to look into visitors who originated from paid search and made a purchase. Which two options can be done directly from this Visualization? (Choose two.)

- 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 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 15

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 19

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 23

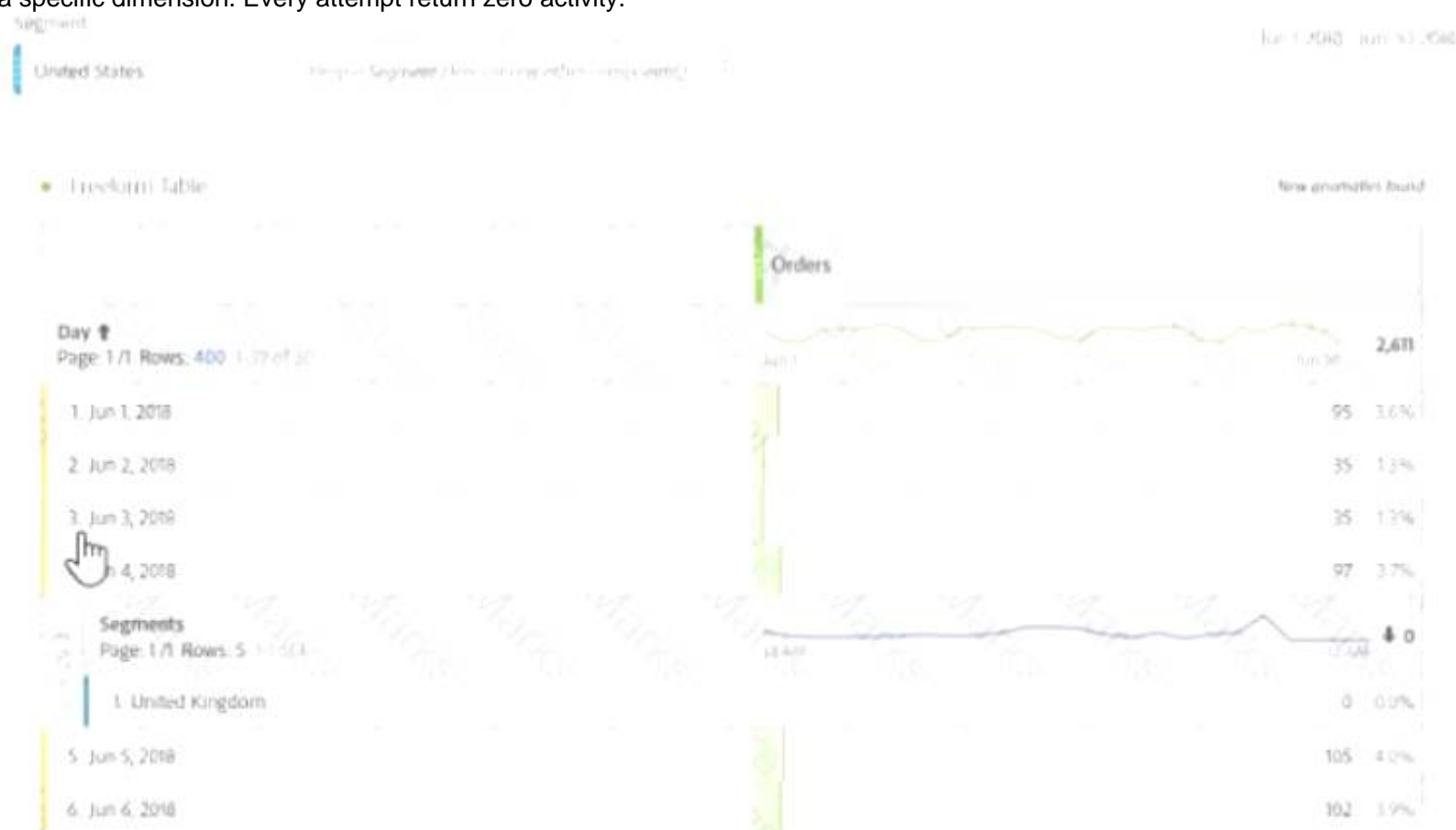
Regarding the use of Operators for the creation of Segment which statement is true?

- A. AND OR THEN are the Operators and THEN allows you to create sequential segments.
- B. AND OR IF are the Operators and OR can only use inside the Visit container.
- C. AND IF THEN are the Operator and Then allow you to create sequential segments.
- D. AND OR THEN are the Operator and OR can only be used within the Visitor Container.

Answer: A

NEW QUESTION 28

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 32

A visitor decides to download the white paper "Jobs of the Future" from a financial service

Institutions online publication. While the download Event is triggered the evar56 which captures downloaded file named not fire. Consider the following eVar setting set at Hit level and Allocation is Most recent (last)
What will the analyst see as the value for evar56 when looking at the number of downloads by file.

- A. Unspecified
- B. Jobs of the Future Other
- C. Other
- D. None

Answer: A

NEW QUESTION 37

Refer to the exhibit.



Analyzing results from multinational e-commerce, a data analyst realize much of the product view results and orders are being mapped to an “unspecified” department name.

What is the probable cause?

- A. Product View is not the proper metric for Product Department thus causing the appearance of Unspecified.”
- B. Product Department is a classification of product dat
- C. The products are not correctly updated or defined in classifications.
- D. Depending on time of the day, the Adobe AI will take longer to process Numeric 2 classifications.
- E. Not all products will have a defined name and departmen
- F. The unspecified is an expected behavior.

Answer: A

NEW QUESTION 38

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 43

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 46

Which calculated metric represents the average number of times a user has on the site?

- A. Page Vires/Unique Visitor
- B. Visit/unique Visitor
- C. Page views/Visits
- D. Unique Visitor/Visits

Answer: C

NEW QUESTION 50

Where can Calculated metrics be used?

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

Answer: D

NEW QUESTION 55

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 60

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 61

In the fallout Visualization which type of components can be added as checkpoints?

- A. Dimension Values using an OR statement
- B. Dimension values using a THEHN statements
- C. Dimension values using a Logic Group statement
- D. Dimension values using an AND statement

Answer: B

NEW QUESTION 62

The Chief marketing Officer has established a monthly revenue target for an online and store and wants to see how revenue for the current month Is tracking towards that goal.

Which Visualization should be used for this report?

- A. Bullet
- B. Scatter
- C. Tree map
- D. Fallout

Answer: A

NEW QUESTION 63

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 64

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