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 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
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 3
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 4
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 5
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.
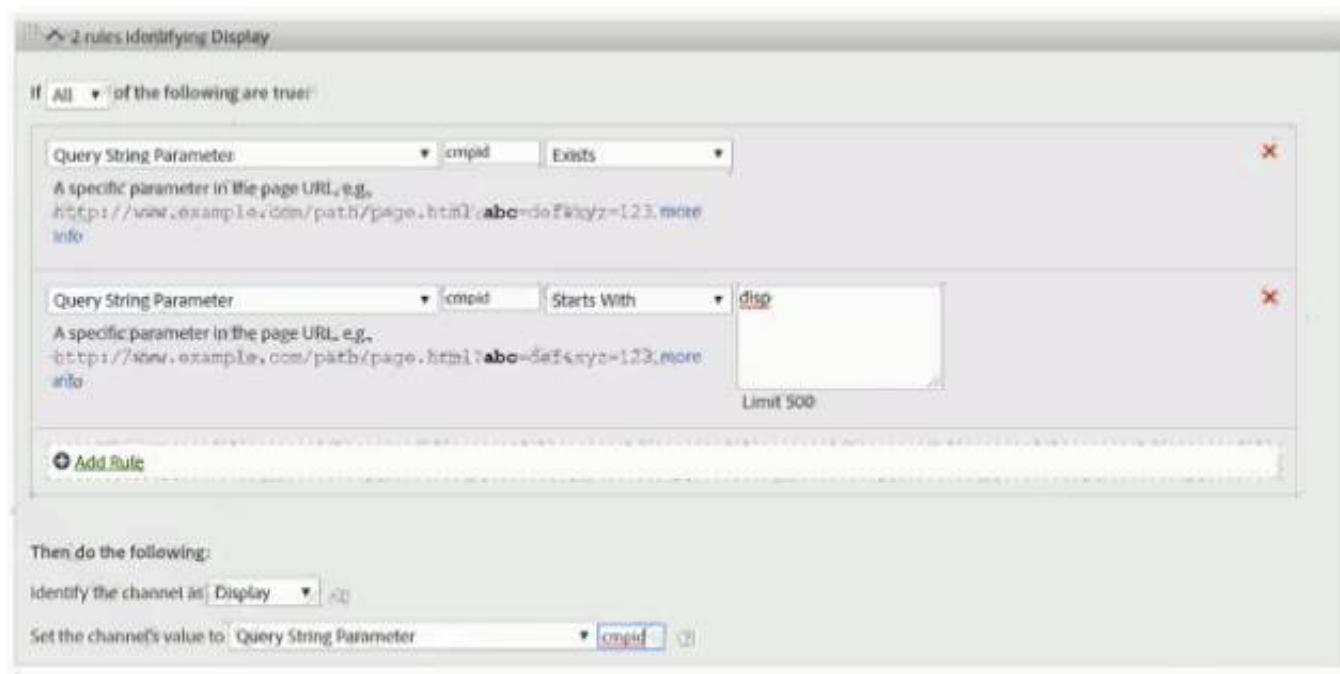
Answer: B

NEW QUESTION 6
A media agency is running a Display campaign, but none of the data is credited to the Display marketing channel in Adobe Analytics'.
Here are some example tracking codes provided by the media agency.

?cid=displifestylesummer2019088653 ?cid=dispsummer2019branding647821 ?cid=disp671244hero_summer2019

The marketing channel processing Rule for the Display channel is configured as follows:

What is causing the loss of data in Adobe Analytics?

A. The Marketing channel processing rule is using a different query string parameter.
B. The Marketing Channel processing rule is not set up to collect for the summet2019 campaign.
C. The variables in the tracking code are not following a consistent taxonomy.
D. The display ad placements are not configured correctly.

Answer: B

NEW QUESTION 7
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 8
A streaming media company's acquisition team want to understand when to end a free trial subscription of its product to maximize value.
Which Visualization in Analyst Workspace provides this information?

A. A Cohort table with Free Trial Start' as include criteria and 'paid subscription ' as return criteria
B. A line visualization showing free trial subscriptions over time
C. A Fallout report showing where users dropped out during a three page subscription flow
D. A Cohort table with free Start as inclusion criteria and Video Play as return criteria

Answer: C

NEW QUESTION 9
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 10
The e-commerce team of a home furniture store notices a decrease in numbers of orders over the last two months for the bedroom category.
Which three metrics are relevant to include in the report to investigate the decrease? Fallout rate for each step in the purchase funnel for the bedroom'' category

A. Cart additional for bedroom'' category
B. Revenue for the bathroom'' category
C. Page views for bathroom'' category
D. Average Page views per category
E. Orders per product in the bedroom category

Answer: ADE

NEW QUESTION 10
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 13
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 15
What are two possible ways to provide a segmented view of the data in Adobe Analytics? (Choose two.)

A. Create a new workspace
B. Create and apply a segment
C. Create a virtual group and apply a segment to their view of the data
D. Create a virtual report suite based on a segment

Answer: BD

NEW QUESTION 20
A stakeholder wants to learn how to create a custom data Range in the Analytics Workspace interface. How should the business practitioner coach their stakeholder through this process?

A. Select a new metric within the left rail.
B. Create a new data range within the left rail.
C. Create new dimension within the left rail.
D. Select a time range using the calendar function embedded in each panel

Answer: C

NEW QUESTION 24
The product team wants to upload product pricing data from an offline database to the transaction ID in Adobe Analytics.
Which data import tool should be used for this task?

A. Data sources
B. Data Connecter
C. Classification Importer
D. Adobe fastETL

Answer: B

NEW QUESTION 28
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 31
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 33
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 36
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 40

A web analyst is viewing a report in an Analytics' Workspace freeform table and sees a dark grey triangle.

What is the specifying in the report?

A. Incomplete data
B. End of data set
C. Data anomaly detected
D. Data includes outside data source

Answer: D

NEW QUESTION 43
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 46
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 50
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 52
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 56
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 58
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.
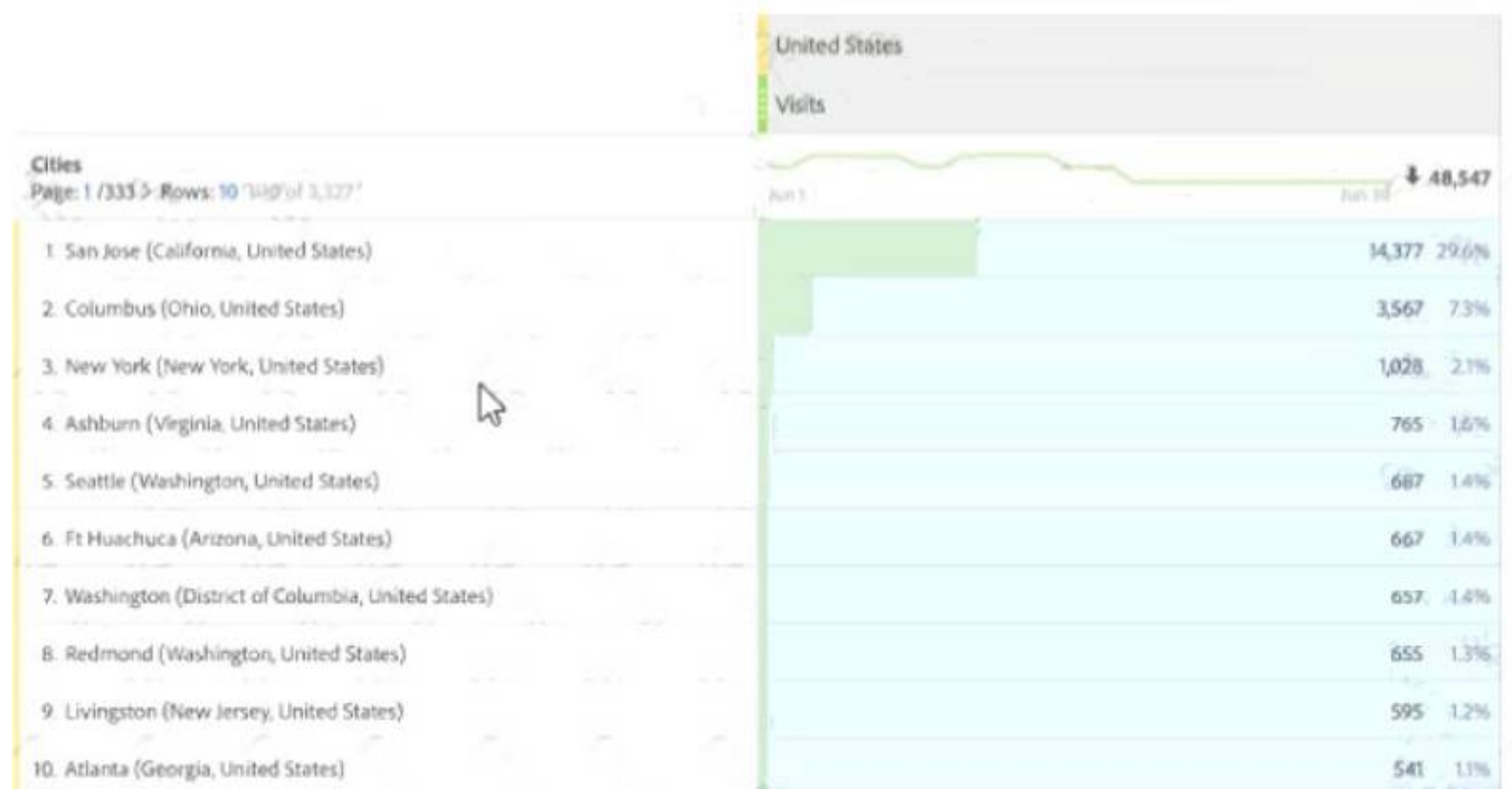Which three statements cloud be true? (Choose three.0

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.
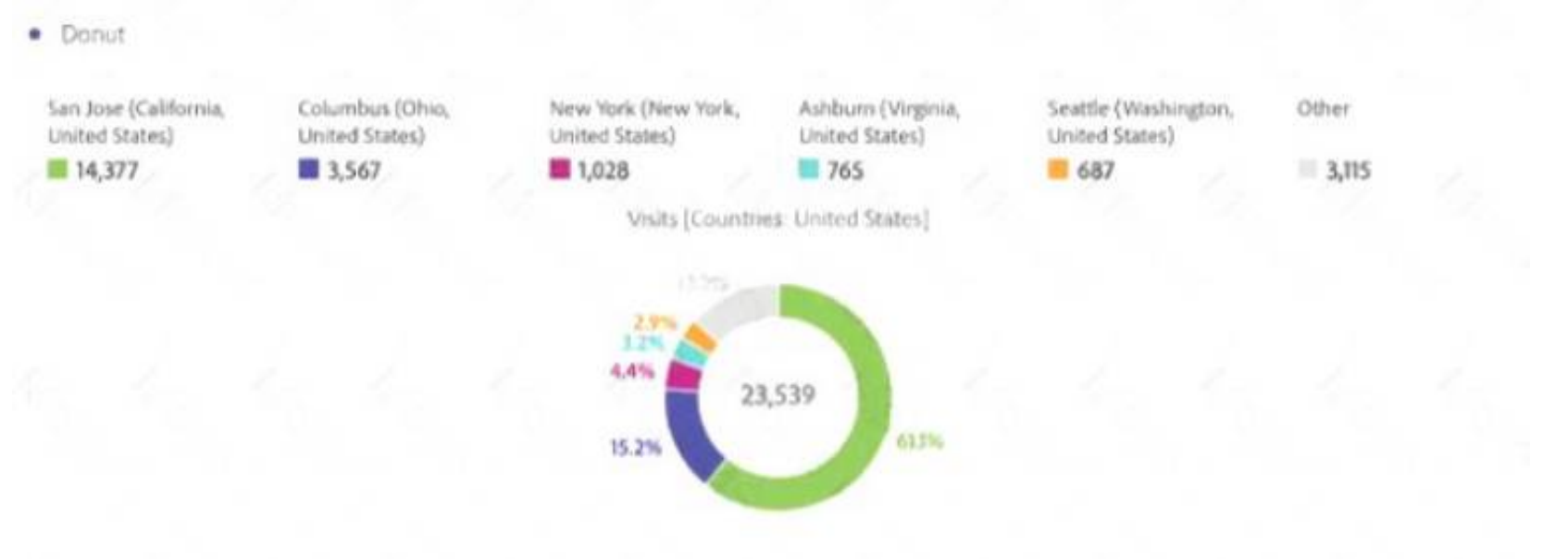E. Revenue increased as orders decreased

Answer: BCD

NEW QUESTION 60
A client requests a donut chart of the top 10 cities. The analyst creates the following Freeform table.

The following donut chart was already created, but only shows five cities and an ''Other'' bucket.

What is the correct way to show all 10 cities in the same donut visualization?

A. Open the visualization settings in the top right visualization menu, and set the item limit to 10.
B. Right-click the visualization to set the item limit to 10.
C. Change the source freeform table to limit the amount of records.
D. Click on the ''Other'' bucket label to unhide the list of elements in this bucket.

Answer: A

NEW QUESTION 65
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