# Adobe

## Exam Questions AD0-E201

Adobe Analytics Developer

**NEW QUESTION 1**
The client wouldlike to track the subscription flow in the mobile application. The client wants to deduplicate each subscription completion event with unique ID made up with encrypted email address.
How can you meet the customer's requirements?

A. Ask the client mobiledevelopment team to set &events the variable concatenate it with the hashed ID, using a colon as a separator between the 2 values.Configure an event in the admin console, and set &events Unique Event recording to 'Use unique ID'
B. Use aprocessing rule to set an event when actionName equals "subscription completed", and concetenate it with the uniqueID, using a colon as a separate between the 2 values.Configure an event in the admin console, and set Unique Event Recording to 'Use unique ID'
C. Ask the client mobile development team to set the variable, and populate the purchase ID variable with hashed ID, using a processing rule.Configure an event in the admin console, and set Unique Event Recording to 'Use unique ID'
D. Use a processing rule to set an event when action Name equals "subscription completed". and concatenate it with the unique ID.Configure an event in the admin console, and set unique Event Recording to 'once per visit'

**Answer:** B


**NEW QUESTION 2**
Your is the contains many linksto external sites. You do not want to track all exist liks, but only report on a specific subnet of them.
Adobe Analytics has the following configuration:

```
s.trackExternalLinks=true;
s.linkInternalFilters="javascript:,mysite.com";
s.linkExternalFilters="site1.com,site2.con,site3.com/partners";
s.linkLeaveQueryString=false;
```

Which two links are considered external links? (Choose two.)
A)

```
&lt;a href="https://www.mysite.com"&gt;Home&lt;/a&gt;
```

B)

```
&lt;a href="https://www.site3.com"&gt;Partner Portal&lt;/a&gt;
```

C)

```
&lt;a href="https://www.site1.com"&gt;Follow us&lt;/a&gt;
```

D)

```
&lt;a href="https://www.site3.com/partners/offer.html"&gt;Offers&lt;/a&gt;
```

E)

```
&lt;a href="/careers/job_list.html"&gt;Careers&lt;/a&gt;
```

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

**Answer:** BD


**NEW QUESTION 3**
Adobe Experience Platform Launch has been implemented using asynchronous deployment. When does a rules fire if it is configured to trigger ona "Page Bottom" event?

A. If the load browser event has already occurred
B. Just before the library is loaded
C. when the DOMContentLoaded browser event occurs
D. Immediately when the library is loaded

**Answer:** C


**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 classificationreports

**Answer:** B

**NEW QUESTION 5**
A client has customer data stored in a customer relationship management (CRM) database and wants to leverage that data in Adobe Analytics.
What is the name of the Adobe Core Services feature that will meet this need?

A. Customer Attributes
B. Audiences
C. Experience Cloud ID Service
D. Customer Activation

**Answer:** A

**NEW QUESTION 6**
When testing, the Adobe Analytics beacon is not firing. There is a JavaScript error in the console that says "TypeError: Error is nota function".
Which is the probable cause of the error?

A. A variable called Error
B. A function called TypeError
C. A variable called Error
D. A function called error

**Answer:** B

**NEW QUESTION 7**
Which built-in functions have been deprecated in Adobe Experience Platform Launch?
A)

```
_satellite.cookie.set() , _satellite.cookie.read(), _satellite.logger()
```

B)

```
_satellite.setCookie(), _satellite.getCookie(), _satellite.notify()
```

C)

```
_satellite.cookie.set() , _satellite.cookie.get(), _satellite.logger()
```

D)

```
_satellite.setCookie() , _satellite.readCookie(), _satellite.notify()
```

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

**Answer:** B

**NEW QUESTION 8**
During the implementation process, the client notices that the purchase event is correctly with the beacon but order are not showing up in the Adobe Analytics interface.
Which Adobe Analytics tool should be used to find out whether a purchase event has been captured but ignored because the pucahseID was not unique?

A. Report Builder
B. Workspace
C. Data Feeds
D. Data Warehouse

**Answer:** B

**NEW QUESTION 9**
A particular campaign ID, 'email123 is present in the Tracking Code report. Howver 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 itsmobile 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 10**
A rule that has beenprevious ly published to production using Adobe Experience Platform Launch needs to be deleted completely in production.
Which steps should be followed?

A. Disable the rule in a library and publish it to productio
B. Then, delete rule in a library and publish to production.
C. Disable the rule in a library, and it will automatically be deleted once it is published to production.
D. Rejected the production library, delete the rule, and then publish to production against.
E. Delete the rule in a library and then publish the library to production.

**Answer:** A


**NEW QUESTION 15**
What are two characteristics that are only true of props? (Choose two.)

A. They persist, to be collected on subsequent server calls.
B. They can be used for allocation of conversion to report values.
C. They cannot persist from one server call to another.
D. They can have a total length of characters.
E. They can have enabled for use in report and Analytics.

**Answer:** BD


**NEW QUESTION 19**
What is the correct syntax for the s. products variable?
A)

```
s.products=";END DoubleNest Hammock;1;180.00"
```

B)

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

C)

```
s.product=";Corduroy Blazer;1;789.99"
```

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 22**
A customer would like to tie their Experience Cloud ID the customer loyalty card when they register and fill in their profile.
What code should be invoke to trigger the IDsynchronization.
A)

```
visitor.setLoyaltyIDs({ "id":"67312378756723456", "authState":Visitor.AuthState.NOT_LOGGED });
```

B)

```
visitor.setCustomerIDs({ "loyaltyID":{ "id":"67312378756723456", "authState":Visitor.AuthState.AUTHENTICATE } });
```

C)

```
visitor.setCustomerIDs({ "loyaltyId":"673123787567234S6", "authState":Visitor.AuthState.UNKNOWN });
```

D)

```
visitor.setLoyaltyIDs({ "id":"673123787567234S6", "authState":Visitor.AuthState.AUTHENTICATE });
```

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

**Answer:** A


**NEW QUESTION 27**
An adobe Analyticsdeveloper is analyzing the reasons behind a data loss. The application has to support offline tracking, so trackoffline is set to true.
What is the reason behind the data loss?

A. Report is not timestamp enabled.
B. Default value for property offliceLimitis not increased.
C. Forceoffline property is enabled.
D. Additional property offlinetrackingSuite is empty.

**Answer:** B


**NEW QUESTION 31**
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