

# Exam Questions AD0-E202

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 (Visits 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

How many touch points can be added to a Fallout Visualization?

- A. 10
- B. 8
- C. Unlimited
- D. 5

**Answer: D**

### NEW QUESTION 4

A company has been using Adobe Analytics 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. Use the reset Conversion variables option to delete the previous data.

**Answer: B**

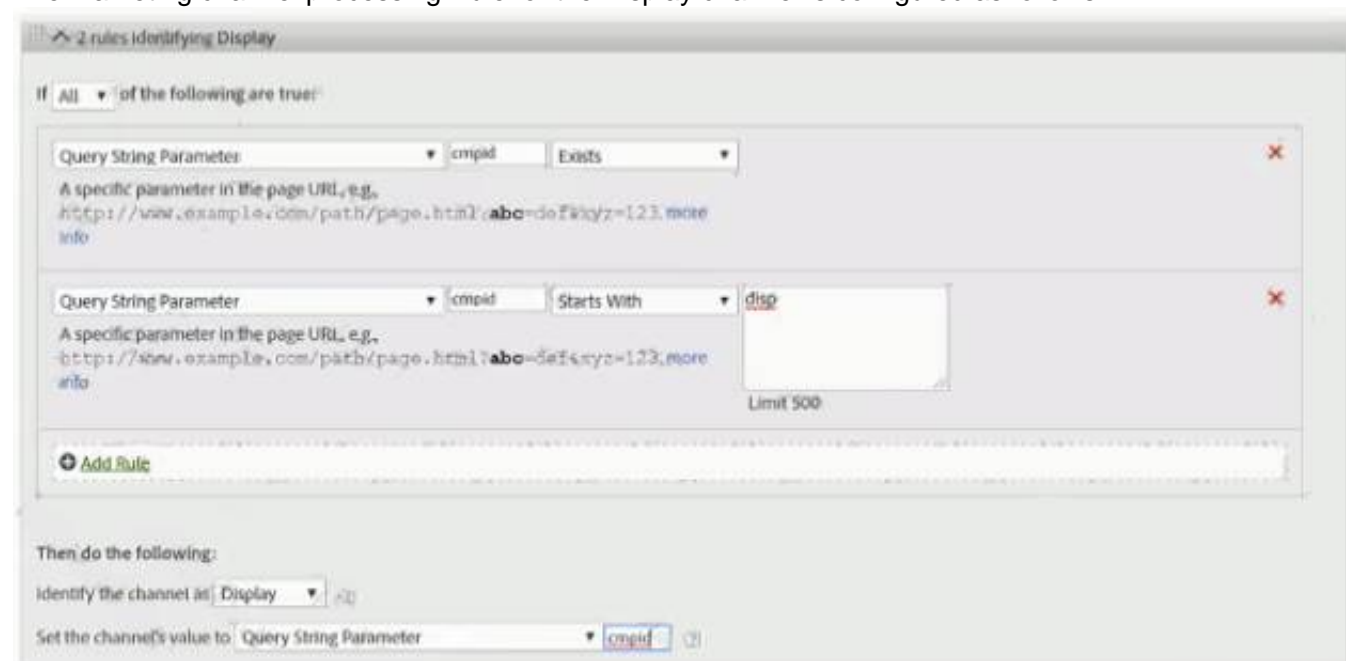
### NEW QUESTION 5

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=displifstylesummer2019088653 ?cid=dispsummer2019branding647821 ?cid=disp671244hero\_summer2019

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



The screenshot shows the configuration for a Marketing Channel Processing Rule. The rule is titled "2 rules identifying Display". The condition is set to "If All of the following are true:". There are two conditions listed:

- Query String Parameter: `cmid` Exists
- Query String Parameter: `cmid` Starts With `disp`

Below the conditions, there is an "Add Rule" button. Under the "Then do the following:" section, the rule is configured to "Identify the channel as" `Display` and "Set the channel's value to" `Query String Parameter: cmid`.

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 summit2019 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 6

What happens when an analyst checks the box “make this an Experience Cloud Audience in the Segment Builder.

- A. Approves the segment for all Experience Cloud users
- B. Automatically tags the segment as an Experience Cloud Segment”
- C. Allows for usage of the Segment in Audience Manager and Target
- D. Automatically shares the Segment with all adobe analytics users and user groups within the organization

**Answer:** C

#### NEW QUESTION 7

A data analyst needs to create dashboards with the same elements metrics and dimension for six different divisions of the company. The divisions are captured by a variable called “Company division” All users should have access to all the data.

What is the correct way to perform this task in Analysis Workspace?

- A. Use the dashboard visualization in Analyst Workspace
- B. Use the copy project option and rename it keeping all the same elements and sharing with the appropriate groups.
- C. Configure Adobe Workspace to automatically flip through the panels.
- D. Use the dropdown option and allow users to change the dimension that defines the division so that they can change the dashboard.

**Answer:** B

#### NEW QUESTION 8

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 9

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 10

Which option should a Shared User select In the Dashboard Manager to see changes/Updates made by the Dashboard Owner?

- A. On Menu
- B. Copy Me
- C. Duplicate Me
- D. Dashboard Player

**Answer:** A

## NEW QUESTION 15

Refer to the exhibit.



A business stakeholder receives a Workspace report that indicates that data is incorrect. The sums of the items in the rows do not match the total metric values of the columns in the unique visitors and visitor report.

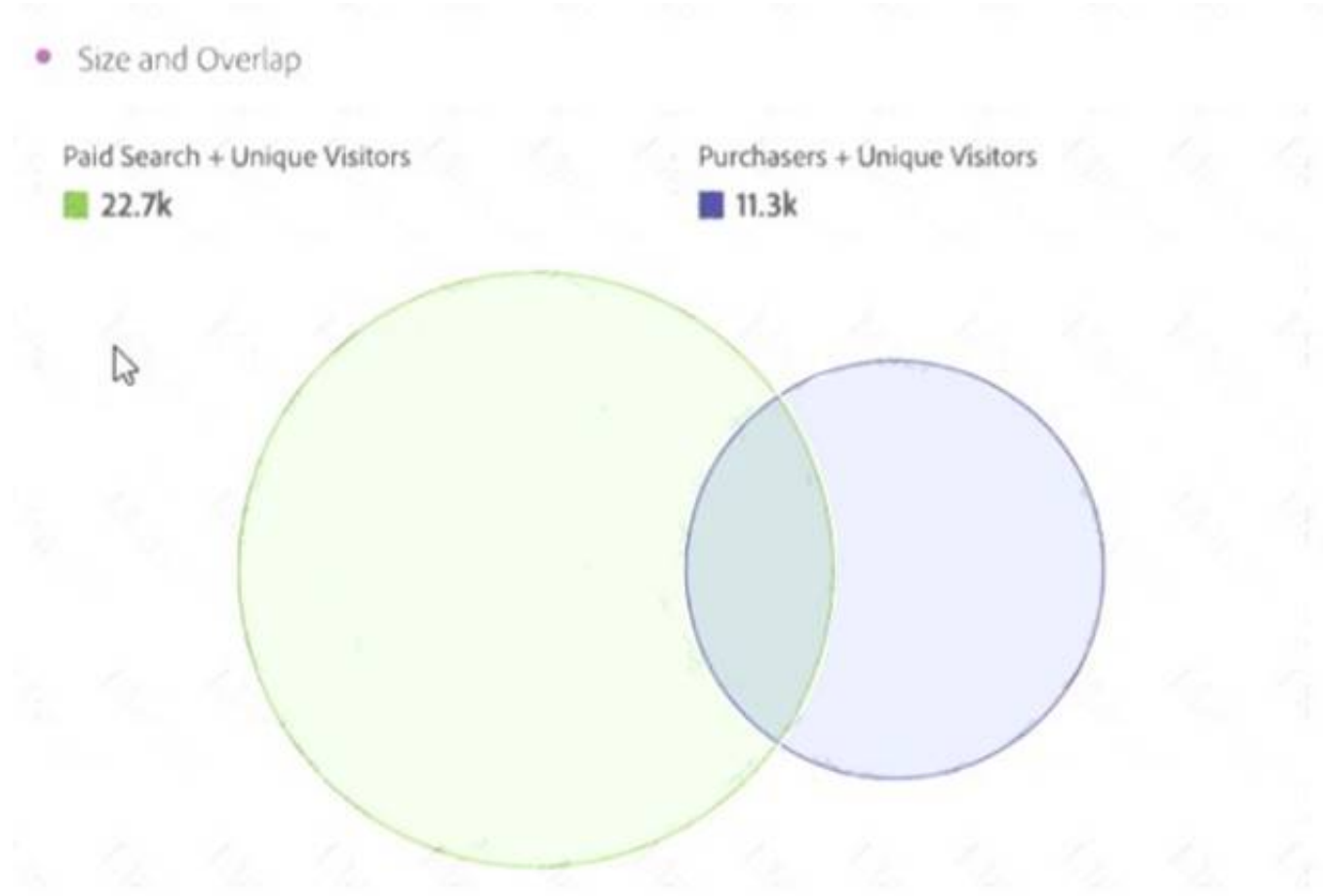
Which statement about the report is true?

- A. The business stakeholder is correct, and a support ticket should be opened at Adobe as this is a bug in the tool.
- B. The total row in the table does not represent the sum of all the values in the table for unique visitors and visits.
- C. There is a filter applied, and total are not updated when filters are applied.
- D. The report includes data from April, and this inflates the totals.

**Answer: B**

## NEW QUESTION 18

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 halves 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 freeform overlap region of the Venn Visualization

**Answer: AD**

## NEW QUESTION 22

A newly-identified bot needs to be filtered out from all reports in a report suite. Which information from the bot can be used? (Choose two.)

- A. User-agent
- B. Query-string parameter
- C. IP address
- D. Country
- E. ISP

**Answer: BC**

## NEW QUESTION 23

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 25

A business owner wants to identify the percentage of people registered in their insurance plan who are over age 65.

Which calculate metric definition should be used to answer the business question?

A. Registration Completes of users over the age of 65/registration completes.

B. Registration Completes/Unique Visitors over the age 65

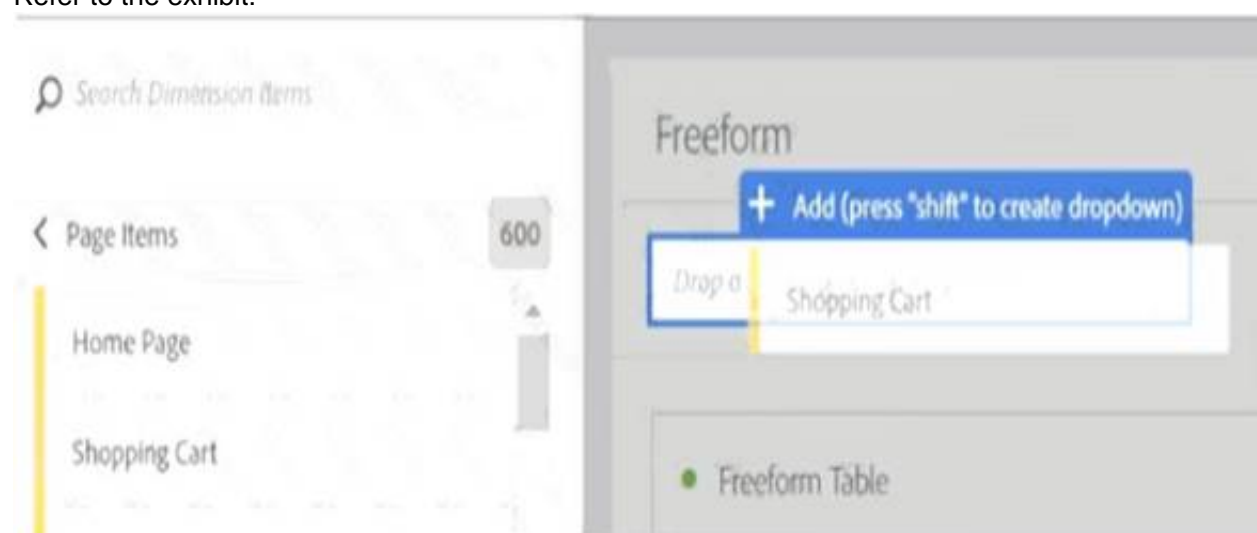
C. Registration Completes/Registration Completes of user over the age of 65.

D. Registration completes of users over the age of 65 registration completes of under the age of 65

**Answer: A**

#### NEW QUESTION 27

Refer to the exhibit:



What is the result if dragging and dropping a page name value item on the segment Drop Zone?

A. A visit-based segment that includes entire visits in which the specific pages was viewed at least once

B. A visitor-based segment that includes entire visitor from who saw the specific page at least once.

C. A visit-based segment that included visit in which only the specific page was seen

D. A hit-based segment that includes only the specific page

**Answer: A**

#### NEW QUESTION 32

Which two items are available for capture using the Adobe Analytics data insertion API? (Choose two.)

A. Cached pages hits

B. Clicking data

C. Custom links

D. Web browser configuration data

E. Custom visitor ID

**Answer: AD**

#### NEW QUESTION 37

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 41

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

A marketing organization has ongoing marketing efforts across multiple channel. In the past, the organization the following URL parameters to track their efforts:

mpid: to identify the marketing agency partner  
afid: for affiliate ID  
campid: to track the campaign ID  
trkid: for internal campaigns  
offerid: tracks the special offer ID

The marketing manager asks the analyst to provide an example URL that the team can replicate. What is a valid landing page URL with appropriate values?

- A. MISSING
- B. MISSING
- C. MISSING

Answer: B

#### NEW QUESTION 47

A the analyst team has created an Analyst Workspace project featuring a Cohort Table and a Scatter Visualization. The executive team, which does not have Analytics access, has requested distribution of the report.

Which available file format should be used for distribution of the report?

- A. PFF
- B. PTT
- C. CSV
- D. XLSZ

Answer: C

#### NEW QUESTION 50

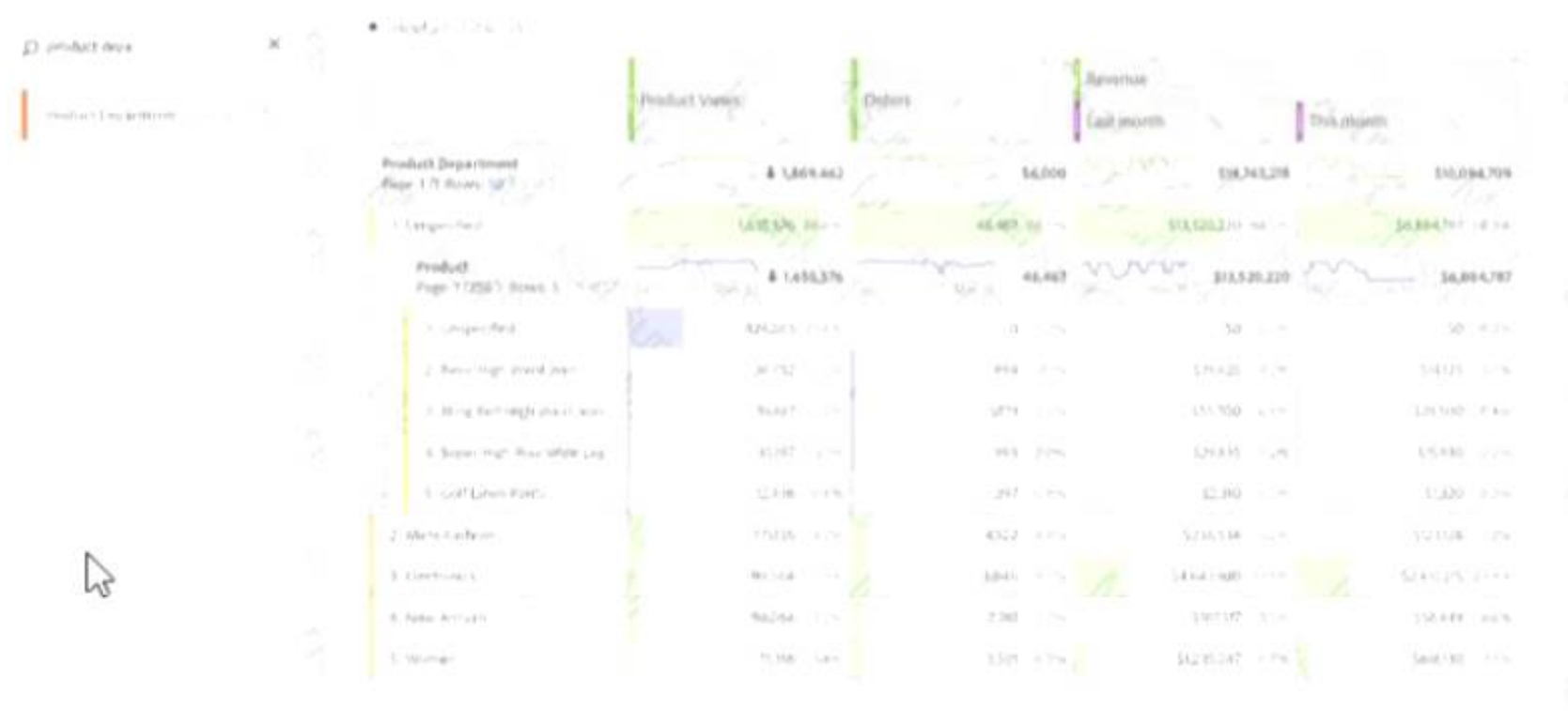
The SDR document states that an eVar expires after each visit. In the first visit "value A is collected. How would the evar be populated for the second visit if the evar only collects values on the first visit.

- A. Unspecified
- B. (not collected)
- C. Value A
- D. Value B

Answer: B

#### NEW QUESTION 51

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 54

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 55

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 56

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 59

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 62

Anomaly detection alerts the analytics team to a spike in product view on a specific views on a specific item. User further investigation the discovers that a remarketing partner is sending illegitimate traffic to the website. Business partners are asking that the analyst team exclude the traffic from both future report and past reports.

How can this request be accomplished?

- A. Create a processing rule to exclude the traffic.
- B. Create a segment excluding the traffic.
- C. Add offending IP addresses to bot rules to exclude the traffic.
- D. Work with Adobe Engineer to create a VISTA rule to exclude the traffic

**Answer:** A

#### NEW QUESTION 65

How would the analyst create a segment for a new visitor’?

- A. Use a segment container of “visitor”, where visit number is less than 1
- B. Use a segment container of “hit”, where visit number is less than 1
- C. Use a segment container of “visitor”, where visit number = 1
- D. Use a segment container of “hit”, where visit number = 1

**Answer:** C

**NEW QUESTION 67**

Per a solution design reference, the following variables are set when a social share occurs: event5 – Social Share eVar7 – Social Share Channel prop7 – Social Share Channel

In Adobe Analytics Reports, which report can be created?

- A. Social Share per Visit by Social Share Channel
- B. Top URLs shared
- C. Top Products shared
- D. Social Shares by Marketing Channel

**Answer:** A

**NEW QUESTION 68**

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