

Adobe.AD0-E207.v2024-01-13.q34

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NEW QUESTION: 1

What are some attributes of virtual report suites?

- A. Current and real-time data is supported
- B. They are an alternative to multi-suite tagging
- C. Some settings are inherited from parent report suite
- D. Classification data can be uploaded
- E. They can be added individually to permission groups

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 2

Suppose XYZ corp has reached out to correct the discrepancy identities in the revenue metrics of the reporting. The revenue amount captured In adobe Analytics is \$1250.21. The IT department of the corporation has confirmed revenue captured in the CRM system is Adobe Analytics ex[pert, you recommend using Data Source to recently the revenue amount in the reports.

What is the revenue amount to be passed in the import file?

- A. \$2.500.00
- B. \$1.249.79
- C. \$1.250.79
- D. \$2.500

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 3

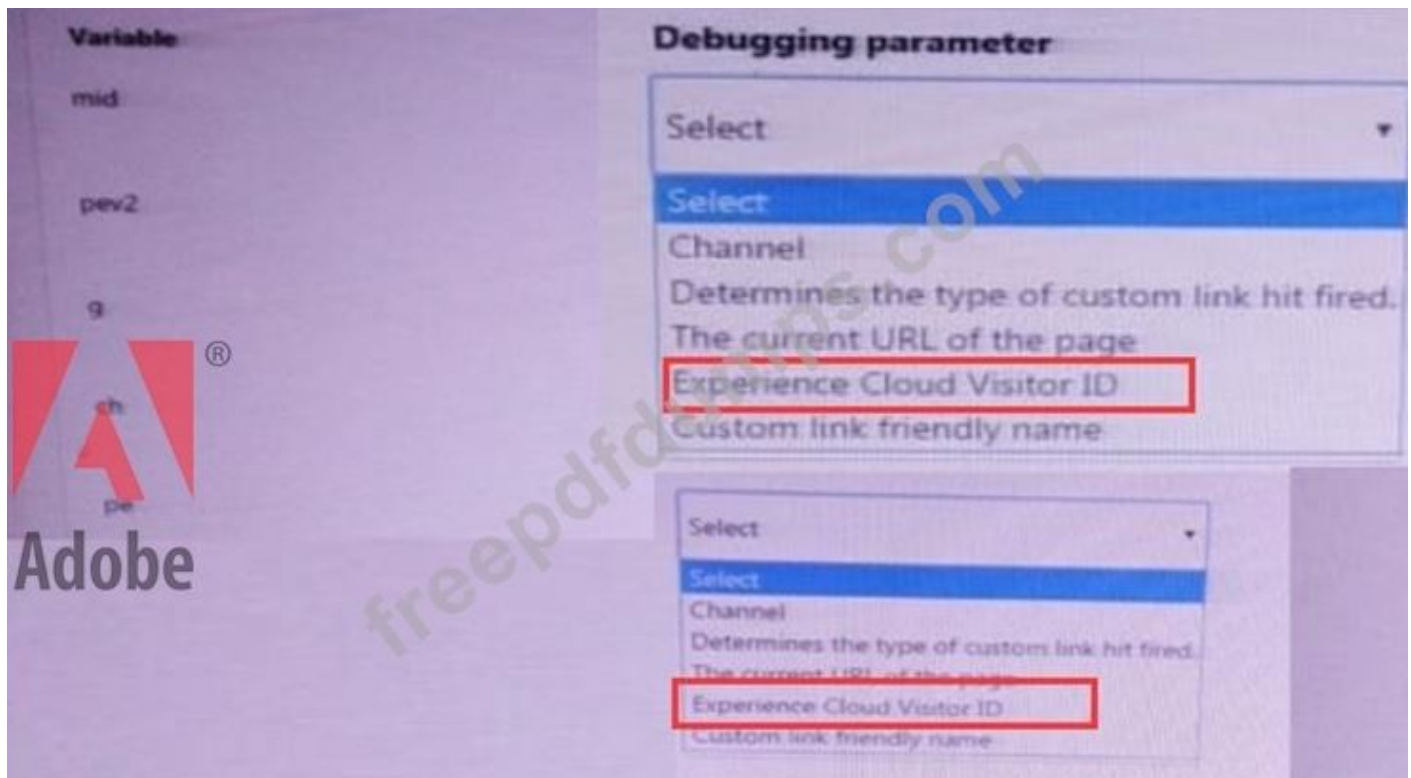
HOTSPOT

Match the debugging parameters to the associated variables.

Select the correct answer for each step from the dropdown list.



Answer:



NEW QUESTION: 4

What are the basis tenant of GDPR?

- A. First right of refusal
- B. Right to partial access
- C. Right to access
- D. Consent
- E. Right to be forgotten

Answer: E ([LEAVE A REPLY](#))

NEW QUESTION: 5

When importing numeric through Data sources, what happens to existing data?

- A. Adds to the numeric value
- B. Overwrites the numeric value
- C. Erases the numeric value
- D. Decreases the numeric value

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 6

Which javaScrip concatenates eVar2:prop2 inot prop1?

- A. s.prop1='D=c2+ "."+ c2
- B. s.prop1='D=c2+ "."+ v2
- C. s.prop1=D=c2+ "."+ v2
- D. s.prop1='D=c2+ "."+ v2

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 7

How many development instances does Adobe Launch allow?

- A. One
- B. Unlimited
- C. Ten
- D. Three

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 8

You are being asked to help someone in your organization who is having difficulty accessing Adobe Launching using the Experience Cloud. Upon clicking the link to access Adobe Launch they are taken to the main Properties tab as expected. However they are not able to access the necessary web property that they need in order to complete the needed work.

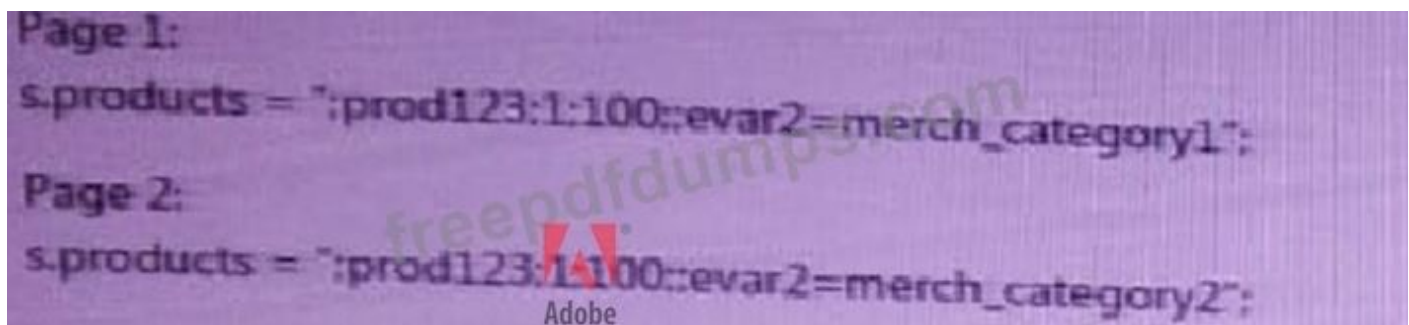
Which option below would be the best solution?

- A. Add the appropriate Adobe Launch Product assigned to their user account
- B. Add the appropriate Adobe Launch Product Profile to the user account
- C. Create an Adobe Launch Administrator account for the user
- D. An authorized client care user in your organization must contact Adobe to get the issue resolved

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 9

A product was viewed on two different pages and was added to the cart from one of the pages. Below are the product syntax used for each page



If the product was checked out and purchased for \$100, how might revenue be attribute to eVar2 if merchandising is enabled?

- A. \$100 against merch)category1 and against merch category2 for linear allocation.
- B. \$100 against march)category2 for most recent allocation
- C. \$100 against march)category1 for original allocation
- D. \$200 against merch_category2 for most recent allocation

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 10

A visitor interacted with your website on 3 visiting the same device and web browser. The source query string parameter is captured into eVar5.

Visit#1.

The visitor can to the website by clicking on Facebook ad with the query string parameter source=xyz123 set in the URL During this visit they added a quantity of one of product SKU#123ABC with a cost of \$99.99 to their can filled out a contact from on the site that resulted in success event1 being set.

Visit#2

The visitor returned to the website by clicking a link containing source=567 they received In their email. During this visits they added two products of sk#555AAA with an individual cost of \$50.00 to their shopping cart.

Visit #3

They retirement to the website by typing the URL of the website homepage directly into the address bar can completed the purchase for both items.

What is the correct syntax of the s.products string upon purchase

```

s.products=":123ABC:555AAA:199.99";
s.products=":123ABC:1:99.99":555AAA:1:100.00";
s.products=":123ABC:555AAA:1:1:99.99:100.00";
s.products=":123ABC:1:99.99:555AAA:2:100.00";

```

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

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 11

An analyst is copying settings from an report suite to a new report suite.

Which settings are copied over to a new report suite?

- A. Evar
- B. Classification
- C. VISTA rules
- D. Enable transaction ID Recording
- E. Pathing on variable

Answer: B,C ([LEAVE A REPLY](#))

NEW QUESTION: 12

XYZ Corporation reached out for assistance to resolve a high priority revenue reporting issue:

When s business analyst pulled a Transaction ID (eva30) report that analyst noticed the revenue collected for transaction. TX824663" was listed as \$0 The analyst quarried the CRM system and discovered that the actual revenue from transaction "TX82463" was \$1.200.69.

Which of the following products strings cloud have caused the error?

	Transaction ID	Revenue	Orders
1.	TX82463	\$0 0.0%	1 0.1%


```

s.products = "footwear:running shoes:2:1200.69:"
s.products = ":running shoes:0:1200.69:"
s.products = "footwear:running shoes:2:1200.69:"
s.products = ":running shoes:1:1200.69:"

```

A. Option A

B. Option D

C. Option C

D. Option B

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 13

Use the two sequential request to answer the question below.

```

Request #1
s.products = :abc:1:5.99:
s.events = scAdd

Request #2
s.eVar5 = xyzcorp.com/about-us
s.prop5 = D=v5
s.eVar7 = repeat
s.prop7 = D=v7
s.events = event5

```

Assume custom eVar persist throughout the visit

What conclusion you draw from the sequential image request above?

A. Prop5 and prop7 can be used together in reporting since they are set in the same image request

B. Product abc can be tied to scAdd in reports since they are set in the same image request

C. Revenue field in s,product is missing the currency symbol, such as \$ and therefore will not be counted as revenue

D. Product abc can be tied to custom events5 as long as s, products expiration is set to visit or longer

E. Even though eVar5 and eVar7 were not set previous to Request #2 they can be tied to scAdd since both eVars have expiration set to visit

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 14

While reviewing data for an existing site, you notice that all search terms captured in a custom variable during a visit credit toward success events.

Which of the following topics could explain this behavior?

- A. Linear Allocation
- B. Serialization
- C. Last Touch Allocation
- D. Participation
- E. Merchandising

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 15

While preparing for a new analysis implementation for a site, you being conducting stakeholder interviews. Part of the conversation include defining KPIs including custom success events.

What are some examples of custom success events on a site?

- A. Checkouts
- B. Checkouts
- C. From completions
- D. Cart adds
- E. Internal searches
- F. Purchases

Answer: D,E ([LEAVE A REPLY](#))

NEW QUESTION: 16

On May 25, 2018 Adobe's new GDPR data retention policy went into effect although contract arrangements can be made to store data longer, which is the most common data retention on Adobe Analysis contracts?

- A. 37 months
- B. 38 months
- C. 18 months
- D. 25 months
- E. 24 months
- F. 36 months

Answer: D ([LEAVE A REPLY](#))

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NEW QUESTION: 17

While translating business requirements to KPIs, you come across a requirement.

What are some examples of metrics that cloud measures site engagement?

- A. From starts/completes
- B. Phone number clicks
- C. Last touch channel
- D. Visitor location
- E. Video views

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 18

HOTSPOT

In chronological order from 1 (top) to 4 (bottom), what are the steps you will perform to make positive changes to a new website?

Select the correct answer for each step from the dropdown list.

Chronological order	Strategic Process
1	Select Select Generate reports on collected data Capture KPIs and other metrics Test and enhance effectiveness Evaluate site performance
2	Select Select Generate reports on collected data Capture KPIs and other metrics Test and enhance effectiveness Evaluate site performance
3	Select Select Generate reports on collected data Capture KPIs and other metrics Test and enhance effectiveness Evaluate site performance
4	Select Select Generate reports on collected data Capture KPIs and other metrics Test and enhance effectiveness Evaluate site performance

Answer:

Chronological order	Strategic Process
1	Select Select Generate reports on collected data Capture KPIs and other metrics Test and enhance effectiveness Evaluate site performance
2	Select Select Generate reports on collected data Capture KPIs and other metrics Test and enhance effectiveness Evaluate site performance
3	Select Select Generate reports on collected data Capture KPIs and other metrics Test and enhance effectiveness Evaluate site performance
4	Select Select Generate reports on collected data Capture KPIs and other metrics Test and enhance effectiveness Evaluate site performance

NEW QUESTION: 19

Given the referrer: <https://mydomain.adobe.com.com/mail/#inbox>

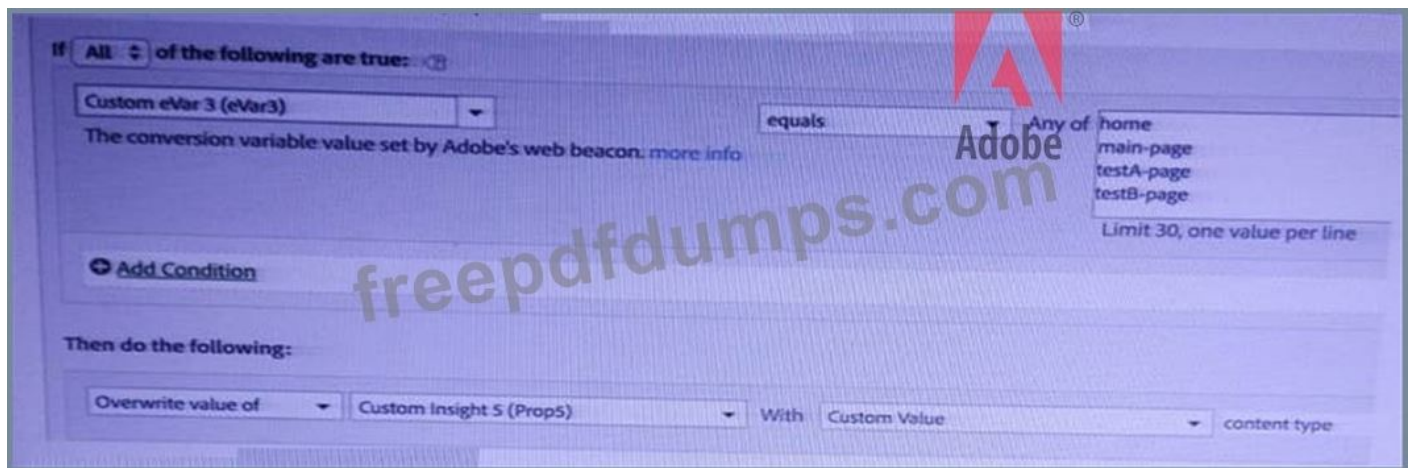
Which is the referring root domain?

- A. Mydomain
- B. adobe
- C. Adobe.com
- D. Mydomain.adobe.com

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 20

A marketer created a processing rule to set prop5, content type". As shown below. The rule was saved yesterday.



Assuming prop5 does not contain type as often as you would expect, what are two reasons that would cause prop5 to be set incorrectly?

- A. You have multiple processing rules setting prop5, and the rule after this one overwriting the result of this rule
- B. The custom eVar variable evar3 is not forced to owner case so Home does not match
- C. The processing rule has been saved but has not been enabled.
- D. You have a VISTA rule that is overwriting the value of prop5 something else.

Answer: (SHOW ANSWER)

NEW QUESTION: 21

A visitor interacting with your website on 3 visits using the same device and web browser. The source query string parameter is captured into eVar5 Visit #1.

The visitor came to the website by clicking on Facebook ad with the query string parameter source=xyz 123 set in the URL. During this visit they added a quantity of one of product 123ABC with a cost of \$99.99 to their cart. Later they filled out a contact form on the site that resulted in success event being set Visitor2. The visitor returned to the website by clicking a link containing source=em567 that they received in their email. During this visit they added two of a second product to their shopping cart of %JU#555AAA with an individual cost of \$50.00.

They returned to the website by typing the URL of the website homepage directly into the address bar and completed the purchases for both items. Which additional pieces of information would you need to determine the value attributed to eVars at the time of purchase?

- A. The allocating setting for eVar5
- B. The expiration setting for eVar5
- C. How much time passed between the first and last assist
- D. How long the visitor was on the site for each visit
- E. If merchandising is enabled for eVar5

Answer: C (LEAVE A REPLY)

NEW QUESTION: 22

Which is the correct way to set an s.t10 call?

- A. s.tl("this"."o". pageA)

B. .tl("this".o". pageA')

C. .tl("this".o". pageA')

D. .tl("this".o". pageA):

E. .tl("this".o". pageA):

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 23

Which tool do you recommend an analyst use to directly import, create maintain a dashboard in excel in the efficient manager?

A. Data Warehouse

B. Report Builder

C. Analysis Workspace

D. Ad Hoe Analysis

Answer: ([SHOW ANSWER](#)**)**

NEW QUESTION: 24

While settings up some classification rules in the classification rule builder, you decide to add a rule identify the third filed in tracking codes as the campaign name.

For examples in tracking code "soc-fd-brandcamp18-1234", you would like to see brandcamp18' classified as the campaign name.

What should the classification rule output be to get this result?

A. #3

B. #2

C. \$3

D. #2

Answer: ([SHOW ANSWER](#)**)**

NEW QUESTION: 25

What is the most granular way to extract data from Adobe Analysis?

A. Data Feed

B. Report Builder

C. Data Workhouse

D. Analytics API

E. Download Report

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 26

Which of the following is benefits of implementing user-friendly page named for a customer?

A. Constant change in URL does not have an impact page reports

B. Increase the number of unique page name

C. Assigning page URLs to s.pagename is advantageous for web analytics

D. Focus on this site flow/ user experience rather than site operations

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 27

Assume a customer prop and custom eVar were implemented to capture the from named of various forms that were filled out and successfully submitted.

If you want to see the order in which forms are completed on the site, which variable would be most help?

- A.** Custom eVar, since auto sub relations can be used
- B.** Custom eVar, since auto form analysis can be used
- C.** Custom prop, since pathing can be used
- D.** Custom eVar, since linear allocation can be used

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 28

Your client wants to rank link activity visual over layers and provide a dashboard of real-time analytics to monitor audience engagement of their web pages.

Which tool would you recommend to the client.

- A.** Fallout Report
- B.** Activity Map
- C.** Analysis Workspace
- D.** Adobe Report Builder

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 29

Which tools can be used to upload offline data such as orders email send descriptive information for tracking code, and open data?

- A.** Classification Import
- B.** Data Source
- C.** VISTA
- D.** Report Builder
- E.** Data Connectors

Answer: A,C,D ([LEAVE A REPLY](#))

NEW QUESTION: 30

While reviewing analytics report for your website one day, you open up to the exit links report and notice it is empty. After manually testing some exist links on your site. You do not see the any image requests firing for external links either.

What could be causing the missing images for external links?

- A.** s.trackLink has not been properly defined
- B.** s.link tracVar is set to false

- C. s.trackExternalLinks is set to false
- D. s.linkInternalFilters has not been properly defined
- E. s.trackDownloadlinks is set to true

Answer: B,D ([LEAVE A REPLY](#))

NEW QUESTION: 31

When reviewing the referring report for site xyz.com, you notice that site (xyz.com) is listed as the top referring domain.

What is the most likely cause in this scenario?

- A. s.linkInternalfilter has been properly defined in appMeasurement config section
- B. The rsid value on appMeasurement config section has not been properly defined
- C. s.referringDomain has not been properly defined in appMeasurement config section
- D. s.link Track is not being set for the correct domain.
- E. Internal URL filters have not been properly defined on report suite settings

Answer: ([SHOW ANSWER](#))

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NEW QUESTION: 32

Which of the following represents character limits for Context Data variables eVars, and prop?

- A. eVar: 255bytes. 100 bytes. Context data variables: 2k bytes
- B. eVar: 255bytes. 00 bytes. Context data variables no character limits
- C. eVar: 255bytes. 255 bytes. Context data variables 100 bytes
- D. eVar: 255bytes. 255 bytes. Context data variables: 255 bytes

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 33

What is an appropriate use of Processing Rules?

- A. Set an event every time the VISTA rule sets "Bing organic in the tracking code report
- B. Cause a VISTA rule running on eVar1 to be processed after marketing Channels
- C. Divide a variable value at a delimiter and put part of it into prop43
- D. Copy a Context Data variable value into avar10

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 34

While settings up some classification rules in the classification rule builder, you decide to add a rule identify the third field in tracking codes as the campaign name.

For examples in tracking code "soc-fd-brandcamp18-1234", you would like to see brandcamp18' classified as the campaign name.

What should the classification rule output be to get this result?

A. #2

B. #2

C. \$3

D. #3

Answer: B ([LEAVE A REPLY](#))

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