

Adobe 9A0-412 Exam

Volume: 60 Questions

Question No:1

An analyst needs to report on the number of visits where the product, “Basic High Waist Jean,” was viewed AND purchased within the same visit. But the analyst reported on the number of visits where the product, “ Basic High Waist Jean,” was viewed OR purchased within the same visit. What is the result?

- A. The reported number of page views stays the same
- B. The reported number of page views decreases
- C. The reported number of visits increases.
- D. The reported number of visits decreases.

Answer: A

Question No:2

How can the analyst correctly display “homepage” traffic?

Pages	Page Views
http://www.site.com/	25,647
http://www.site.com/index.html	22,467
http://www.site.com/about.html	8,734
http://www.site.com/contact.html	4,590
http://www.site.com/site_map.htm	2,234

- A. Use unique page names
- B. Shorten the page names
- C. Use the page URL only
- D. Classify the page names

Answer: A

Question No:3

A business has a download manager that may require the user to log in or register before a download can begin. The business is interested in the following data:

Adobe 9A0-412 Exam

- . What drove the visitor to interact with a download button
- . The amount of revenue gathered as a result of downloads
- . The download start rate

Refer to the data points in the exhibit that are a part of the analytics solution design. What can the analyst determine on this solution?

Custom Events	Report Name	Set When/Where
event10	Downloads - Custom	On click of a download file
event11	Exits-Custom	On click of an exit link
event12	Download Product Initiated	On click of a product download
event13	Download Product Start	When the product starts to download
event14	Product Finding Method Set	On product view page
event15	Product Config Page	On load of the product config page
event16	Checkout Potential Revenue	On cart add and on cart view
event17	Successful Login	On a successful login
eVar21	Exit Link URL	On click of an exit link
eVar22	Download File Name	On click of a download file
eVar23	Download Product Detail	On click of a product download
eVar24	Download File Type	On click of a download file
eVar25	Product Finding Method	On cart add and on cart view
eVar26	Download Driver	On click of a download button
eVar27	Form Name	On form interactions
prop21	Exit Link URL	On click of an exit link
prop22	Download File Name	On click of a download file

- A. What download file names produced the most download errors
- B. Which download driver has the highest rate of downloads per visit
- C. Which form had the most errors
- D. What marketing channel produced the most download revenue

Answer: A

Question No:4

An analyst wants to share a segment with all 300 members of the “Executive” user group except for two individuals. How should the analyst share the segment with the desired population?

- A. Share the segment with specific users individually
- B. Permanently edit the “Executive” user group
- C. Un-share the segment with individuals from the “Executive” user group
- D. Share the segment with a newly created user group

Answer: D

Adobe 9A0-412 Exam

Question No:5

The Analyst needs to segment Data Warehouse report for mobile visits from the social, media channel. In the segment manager of Adobe Analytics following segments exist:

1. Social media visits (visits where the marketing channel is social media)
2. Mobile visits (visits where mobile device exists)

What should the analyst do to segment the data warehouse report for mobile visits from the social media channel?

- A. Create a new segment for mobile visits from the social media channel
- B. Configure the data warehouse request so that two data sets are returned, one with each segment applied
- C. Use segment stacking to combine both segments above and apply that to the Data Warehouse request
- D. Export two files of “mobile” and “social media channel” and use Excel to manipulate the data

Answer: D

Question No:6

While running an Adobe Analytics eVar classification report, the analyst has identified that one of the classification values should not be in this report. In order to remove only this single classification value, what should the analyst do?

- A. Upload a new classification value of “~empty~” so that the above report value is deleted
- B. Upload a new classification with a blank value where the previous value existed
- C. Delete the classification value from the above report via the classification manager
- D. Delete the entire classification column from the classification manager

Answer: C

Question No:7

The analyst needs to report on URLs for a site using the segment in the exhibit. The page's report is capturing page urls.

The groups below represent visits in Adobe Analytics captured during the reporting period:

Group A:

www.acme.com/Beauty_&Fragrance/perfume

Adobe 9A0-412 Exam

www.acme.com/Beauty_&Fragrance/foundation

www.acme.com/Beauty_&Fragrance/powder

Group B:

www.acme.com/BeautyandFragrance/perfume

www.acme.com/BeautyandFragrance/foundation

www.acme.com/BeautyandFragrance/powder

Group C:

www.acme.com/Cosmetics/foundation

www.acme.com/Cosmetics/powder

www.acme.com/Cosmetics/perfume

Group D:

www.acme.com/Beauty&Fragrance/perfume

www.acme.com/Beauty&Fragrance/foundation

www.acme.com/Beauty&Fragrance/powder

Which group of URLs would appear in a page's report with the segment applied?

Definitions

Show Visit Options

Page contains Beauty&Fragrance x

A. Group D

B. Group C

C. Group A

D. Group B

Answer: A

Question No:8

The analyst needs to create classification for the Products reports for product category, product color and product size.

Where should the analyst create these classifications for the products report?

A. The Classification Rule Builder

B. The Classification Importer

C. The Report Suite Settings for Traffic Variables

D. The Report Suite Settings for Conversion Variables

Adobe 9A0-412 Exam

Answer: A

Question No:9

An analyst is running the standard “Pages” report and is applying the segment shown in the exhibit.

When applying the above segment to the “Pages” report, the analyst sees the following top 5 pages:

1. home
2. cart
3. products:electronics
4. search:computers:1
5. search:televisions:1

What change should be made to remove the non-search result pages from the pages report?

Title

Internal Search Content

Description

Includes the internal search event

Tags

Add Tags

Definitions

Show visit

Internal Searches is greater than or equal to 1

- Run the “Pages” report with the internal search event in Workspace
- Change the segment container from “Visit” to “Hit”
- Run the “Pages” report with the internal search event in Reports
- Change the segment container from “Visit” to “Visitor”

Answer: B

Question No:10

An analyst needs to report on a paid search campaign named “Best Gifts”. Instead of using a

Adobe 9A0-412 Exam

consistent tracking code, several departments have used own code, as follows:

- best gifts
- gifts
- gift ideas
- best presents
- present ideas

These codes are available in the Tracking Codes report.

The analyst needs to create a ranked report for the last 30 days. The report must show the performance of this campaign as a whole, with other campaigns that were in place at the time. How should the analyst perform this task?

- A. Classify the tracing codes above with one campaign name
- B. Have the marketing departments use a consistent tracking code
- C. Run the Marketing Channel Report
- D. Create a visitor-based segment where the tracking code contains “gifts”

Answer: C

Question No:11

An analyst needs to deliver a Workspace report to the members of the executive team on a weekly schedule in a form that is easily consumed.

How should the analyst schedule the delivery of this Workspace report?

- A. Send the HTML version of the Workspace to the “Executive” user group
- B. Send the Excel version of the Workspace to the “Executive” email address
- C. Send the CSV version of the Workspace to the “Executive” publishing list
- D. Send the PDF version of the Workspace to the “Executive” user group

Answer: B

Question No:12

An analyst needs to provide reporting on the amount of revenue attributable to an internal campaign. When a site visitor clicks through an internal the promotion ID is captured on the next page in prop1 and eVar1. The prop is configured as a standard traffic variable. The eVar is set to last touch expiration.