

Question #:1

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: A D

Question #:2

An analyst needs to configure an Affiliate marketing channel within the Marketing Channel Processing Rules. Traffic from this channel uses the “source” and “campaign_name” query parameters. The “source” query parameter is used by other marketing channels. Traffic from the Affiliate marketing channel this query parameter with a value that starts with “aff”. Affiliate traffic may NOT have a defined value for “campaign name”.

How should the analyst configure the processing rule so that any hits from affiliate are added to the Affiliate marketing channel?

- A. Hits where the “source” query parameter starts with “aff” and the “campaign_name” exists
- B. Hits where the “source” query parameter starts with “aff”
- C. Hits where the “source” and “campaign_name” query parameters exist
- D. Hits where the ‘campaign_name’ query parameter starts with “aff”

Answer: B

Question #:3

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

Question #:4

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

Question #:5

The investment bank of a co-operative users Adobe analytics to monitor the use of its online banking. They use it to measure Appointment scheduled with account managers, who will then call clients at specified times. The IT team decides to integrate the appointment data captured in Adobe Analytics with the manager's calendar, as close to real-time as possible.

How can this need to met.

- A. Create a project in Analytics Workspace with broken data per hour and a line graph per minute. So you can check the number of schedules.
- B. Use the Adobe Analytics API to have the Hit data in the shortest possible time, and thus cross the agenda of the bank account managers.
- C. Use an hourly time export from Adobe Analytics Data Warehouse to integrate data with the account manager's schedule data.
- D. Perform the extraction hourly via Data Feed, and cross them through the Data Stamp with the data of the agents of the account manager backing an hour.

Answer: C

Question #:6

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

Question #:7

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

Question #:8

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: B D

Question #:9

Certain links on your website are resulting in a 404 page.

Which dimension should be used to find out pages are affected?

- A. Pages by Geo Dimension
- B. Pages by Geo Dimension
- C. Patching Dimensions
- D. Page name Dimension

Answer: B

Question #:10