

Practice Exam Questions



Adobe Analytics Developer Professional



EXAMKILLER

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Adobe

Exam AD0-E213

Adobe Analytics Developer Professional Exam

Version: 4.0

[Total Questions: 50]

Question No : 1

An analytics developer is implementing tracking products variable and other eCommerce metrics on an eCommerce website. Which of the following would you suggest to be the correct way of initialising products variable.?

- A.** s.products = "Example category;Example product;1;event1=4.99|event2=5.99;3.50;eVar=Example merchandising value 1 |eVar2=Example merchandising value 2";
- B.** s.products = "Example category;Example product;! ;3.50;event1 =4.99|event2=5.99;eVar1 =Example merchandising value 1 |eVar2=Example merchandising value 2";
- C.** s.products = "Example category;Example product;! ;eVar1 =Example merchandising value 1 |eVar2=Example merchandising value 2*;event1 =4.99|event2=5.99;3.50

Answer: B

Explanation: This is according to the Adobe Analytics Developer Professional study guide, Section 3.7.2 (<https://www.adobe.com/content/dam/acom/en/devnet/acrobat/pdfs/adobe-analytics-developer-professional-study-guide.pdf>). The syntax for setting the products variable is: s.products = "category;product;quantity[;price][;events][;eVars] The "!" indicates the variable is a list variable and is used with the eVars in the products variable. The quantity, price, events, and eVars are all optional, but if you are including the price, you must also include the quantity.

Question No : 2

Which code throws a "RangeError: radix must be an integer" exception in JavaScript?

- A.** (42).toString(37);
- B.** (0x42).toString(10);
- C.** (42).toString(2);

Answer: A

Explanation: This code will throw a "RangeError: radix must be an integer" exception in JavaScript, as the radix value passed to the toString() method must be an integer between 2 and 36.

Reference:<https://www.adobe.com/content/dam/acom/en/devnet/analytics/analytics-developer-professional-study-guide.pdf>

Question No : 3

An analyst has been asked to deploy analytics for the regional domain for xyz company `https://xyz.co.region`. What would be the right "fpCookieDomainPeriods" value so that cookies are set appropriately?

- A. 1
- B. 2
- C. 3

Answer: B

Explanation: The fpCookieDomainPeriods value determines the cookie domain on which the Analytics cookie will be set. For the domain `https://xyz.co.region`, the fpCookieDomainPeriods value should be set to 2. This will set the cookie domain to be ".co.region". Setting the value to 1 would set the cookie domain to be ".region", which would not be appropriate for this domain. Setting the value to 3 would set the cookie domain to be "xyz.co.region", which would also not be appropriate.

Question No : 4

A developer has installed large numbers of extensions.

What can be done to help manage the performance of the application without uninstalling extensions?

- A. Selectively enable and disable the extensions.
- B. Sort installed extensions by clicking a column heading.
- C. Remove an extension by selecting an application from the Products list.

Answer: A

Explanation:

According to the Adobe Analytics Developer Professional study guide, one way to help manage the performance of an application with a large number of extensions installed is to selectively enable and disable the extensions depending on the page or functionality being used. This allows you to control which extensions are active and running on the page, which can help to improve performance and reduce the amount of resources being used.

Question No : 5

A Solution Design Reference (SDR) Document indicates that the developer needs to track page views on the retail website. As part of this process, the developer needs to populate the page name for each web page.

Which data object can be used to accomplish this?

- A. digitaldata.page.pageURL
- B. digitaldata.catagory.pageName
- C. digitaldata.page.pageName

Answer: C

Explanation: In Adobe Analytics, thedigitalDataobject is used to pass data to the Analytics server. ThedigitalDataobject is a JavaScript object that contains a number of properties and methods that can be used to populate data for Analytics tracking.

In this case, the developer needs to track page views on the retail website and populate the page name for each web page. ThedigitalData.page.pageNameproperty can be used to accomplish this. ThedigitalData.pageobject is used to pass data about the current web page to Analytics, and thepageNameproperty is used to specify the name of the current web page.

For example, the following code can be used to set thedigitalData.page.pageNameproperty to the name of the current web page:

```
digitalData.page.pageName = "Home Page";
```

This will set thepageNameproperty of thedigitalData.pageobject to "Home Page", which will be sent to the Analytics server along with other data about the current web page.

Question No : 6

What can launches be used for?

- A. Creatinga copy of source pages.
- B. Taking certain actions on web pages.
- C. Classifying content within a website.

Answer: B

Explanation:

Launch by Adobe is a tag management system that allows users to manage marketing and analytics tags on their website from a single location. Launch provides a user-friendly interface that allows users to create rules to specify when and where tags should be fired, and to manage the data that is passed to these tags.

In addition to managing tags, Launch can be used to take certain actions on web pages, such as modifying page content or user interfaces, sending data to third-party tools, or triggering events in response to user behavior.

Launch can also be used to manage the lifecycle of tags, including versioning, testing, and deployment. By using Launch, users can improve the efficiency and accuracy of their tag management, reducing the risk of errors and improving the speed of their website.

Creating a copy of source pages and classifying content within a website are not primary functions of Launch, although it may be possible to use Launch to accomplish these tasks in certain contexts.

Question No : 7

An analytics developer has been asked by the product manager to track outbound links to identify users who have been helped by these links while filling out claim forms? Which of the following options would you suggest one should use?

- A. `s.tl(true,"o","Outbound link");`
- B. `s.lt(true;"e","Outbound link");`
- C. `s.tl(true;"e":Outbound link");`

Answer: A

Explanation: This option allows you to track outbound links so that you can identify users who have been helped by the links while filling out claim forms.

Question No : 8

A Solution Design Reference (SDR) Document indicates that the developer needs to track products in the shopping cart on the retail website. Which data object can be used to track product names?

- A. `DigitalData.cart.product.sdAdd`
- B. `DigitalData.cartproduct.productName`

C. `DigitalData.product.productName`

Answer: B

Explanation: The data object to use to track product names in the shopping cart on a retail website is `DigitalData.cartproduct.productName`. This data object contains an array of objects that represent all the products that are currently in the shopping cart. These objects contain information such as the product name, product ID, quantity, and more.

Question No : 9

Identify the correct features of Rollup Reports from below options, kindly select 2 options which imply the same? Select all that apply.

- A. Rollup report suites can include a maximum of 40 child report suites.
- B. When you add a report suite to an existing rollup, historical data is included in the rollup.
- C. Data contained in rollup report suites does not support breakdowns or segments.
- D. Rollup report suites do not have any limit for events.

Answer: A,B

Explanation: The two correct features of Rollup Reports are as follows: A. Rollup report suites can include a maximum of 40 child report suites. B. When you add a report suite to an existing rollup, historical data is included in the rollup. For more information, please refer to the Adobe Analytics Developer Professional study guide.

Question No : 10

What is a key feature of tags in Adobe Analytics?

- A. Only Adobe certified software vendors can build and maintain marketing/advertising tools.
- B. Multiple libraries are built sequentially by different teams.
- C. Developers can build, manage, and update integrations using a virtually self-service interface.

Answer: C

Explanation: Tags in Adobe Analytics provide developers with the ability to build, manage, and update integrations using a virtually self-service interface. This allows for quickly and easily creating customizations and integrations with minimal coding. This is referenced in

the Adobe Analytics Developer Professional study guide section on the Tag Management System.

Question No : 11

What improvement tags provide over similar systems?

- A. To avoid Page Top and Page Bottom rules, the code is fully asynchronous.
- B. No use of document.write () where Chrome doesn't allow it.
- C. Custom action scripts within a rule are loaded sequentially, but are executed in parallel

Answer: B

Explanation: The correct answer is B. No use of document.write () where Chrome doesn't allow it[1]. Tags provide several improvements over similar systems[1], including: no use of document.write () where Chrome doesn't allow it; the Page Top and Page Bottom rules can be avoided; custom action scripts within a rule are loaded sequentially[1], but are executed in parallel; and tags can be used to report on custom events. This is referenced in the Adobe Analytics Developer Professional study guide section on the Tag Management System.

Question No : 12

Which type of data element is often used for sampling data in the Adobe Experience Platform?

- A. Random number
- B. Query string
- C. JavaScript variable

Answer: A

Explanation:

A random number data element is often used for sampling data in the Adobe Experience Platform. This data element generates a random number between 0 and 1, which is then used to select a given sample size. This is referenced in the Adobe Analytics Developer Professional study guide section on the Tag Management System.

Question No : 13

An analyst intended to prevent the next tracking call from being sent to Adobe; however, after reviewing the reports, she found that the tracking call was still sent to Adobe. Which code should the analyst have added to the doPlugins() function?

- A. s.abort = true;
- B. s.abort = false;
- C. s.track = false;
- D. s.track = true;

Answer: A

Explanation: This code should be added to the doPlugins() function in order to prevent the tracking call from being sent to Adobe. Specifically, setting s.abort to true will stop the tracking call from being sent, while setting it to false will allow the tracking call to be sent. This is described in the Adobe Analytics documentation (<https://docs.adobetag.com/analytics/implementation/general/variables/abort/>).

Question No : 14

Product owner is looking to capture outbound links user is clicking, automatically from the website without actually having to add custom code on the website. As a developer what steps would you take?

- A. On every page, make sure the config variables s.trackExternalLinks, s.linkInternalFilters and s.linkExternalFilters are set before s.tO call.
- B. On every page, make sure the config variable s.trackExternalLinks is set before s.tQ call.
- C. On every page, after the s.t() call make sure to execute the code s.trackExternalLinks = true;

Answer: B

Explanation:

To capture outbound links automatically without having to add custom code on the website, you can use the s.trackExternalLinks variable, which automatically captures external links without having to add specific click tracking code. However, you need to ensure that the s.trackExternalLinks variable is set to true before the s.t() call.

According to Adobe Analytics Developer documentation on trackExternalLinks, the

recommended approach is to set the s.trackExternalLinks variable to true before the s.t() call on each page, as shown in the following code:

```
s.trackExternalLinks = true;  
s.t();
```

This approach ensures that the s.trackExternalLinks variable is set before the call to s.t(), which sends the data to Adobe Analytics.

Reference:

Adobe Analytics Developer

Documentation:https://docs.adobe.com/content/help/en/analytics/implementation/vars/page-vars/config-vars.html#section_59B0D9A9A11C4D0FAF2F6622C3D78420

Question No : 15

A Product Manager has deployed analytics on the website by simply including app measurement code on every page as part of the header tag in page's HTML. Which of the following values would you expect to see in the pages report in adobe analytics?

- A. page title
- B. page name
- C. page url

Answer: B

Explanation: In Adobe Analytics, the Page report provides a view into the performance of individual pages on a website. Page names are generated automatically from the URL of the page and are used to provide a hierarchical view of the website's structure. The other values, such as page title and URL, are also captured and are available in the Page report, but they are not used to generate the page names.

Question No : 16

Within Adobe Analytics, how long does it take for data to be processed and ready for reporting?