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Question 1

Question Type: MultipleChoice

A company wants to track their website's usage without visitors seeing which data points are being collected. The following information must be tracked:

- * Page names
- * Form names
- * A counter event for each page of the checkout flow
- * s.products populated on each page of the checkout flow

Which approach should the Architect recommend?

Options:

- A-** Copy tracking calls from global report suite to site report suite via VISTA Rules
- B-** Import web server log data via Data Sources
- C-** Send tracking calls using CNAME pointer
- D-** Send tracking calls server-side via Data Insertion API

Answer:

D

Explanation:

To track website usage without visitors seeing which data points are being collected, the recommended approach is to send tracking calls server-side via the Data Insertion API. This method allows for the collection of page names, form names, a counter event for each page of the checkout flow, and the s.products variable while keeping the tracking logic and data points hidden from the client side.

Question 2

Question Type: MultipleChoice

What three are attributes of virtual report suites? (Choose three.)

Options:

A- Some settings are inherited from the parent report suite

- B-** Classification data can be uploaded
- C-** They are an alternative to multi-suite tagging
- D-** They can be added individually to permission groups
- E-** Current and real-time data is supported

Answer:

A, D, E

Explanation:

Virtual report suites in Adobe Analytics have the following attributes:

Some settings are inherited from the parent report suite: Virtual report suites inherit certain configurations from the parent report suite, such as variable definitions and processing rules.

They can be added individually to permission groups: Virtual report suites can be assigned to different user groups, allowing for controlled access based on permissions.

Current and real-time data is supported: Virtual report suites support current and real-time data, enabling up-to-date reporting and analysis.

These attributes make virtual report suites a flexible and powerful tool for segmenting and managing data within Adobe Analytics.

Question 3

Question Type: MultipleChoice

A company develops a new website using a Single Page Application framework. A data layer variable called dataLayer.url is updated with the correct URL when each state change happens.

Which variable should the Architect map to dataLayer.url?

Options:

A- s.pageURL

B- s.linkInternalFilters

C- s.url

D- s.spaURL

Answer:

A

Explanation:

For Single Page Applications (SPAs), it is important to capture the URL changes correctly. The s.pageURL variable should be mapped to dataLayer.url to ensure that Adobe Analytics captures the correct URL each time the state changes in the SPA. This allows accurate tracking of user navigation within the SPA framework.

Question 4

Question Type: MultipleChoice

Which item must be embedded in your pages to asynchronously deploy Adobe Analytics with Launch?

Options:

- A- Reports & Analytics page code
- B- Header code
- C- Header and Footer code
- D- Reference to AppMeasurement.js

Answer:

B

Explanation:

To deploy Adobe Analytics with Launch asynchronously, the necessary JavaScript library must be referenced in the header code of the HTML page. This ensures that the Launch library is loaded early in the page load process, allowing it to manage and fire tags efficiently.

Question 5

Question Type: MultipleChoice

A company is beginning a full re-architecture of their website. They will use Adobe Launch as the tag management system. How should an Architect recommend that the data layer object be generated each time a page is requested?

Options:

- A- Via logic in the tag management system, executed on DOMReady
- B- Via server-side code and included in a `<script>` block in the page HTMLs `<head>` section
- C- Via server-side code and included in a `<meta>` tag in the page HTMLs `<head>` section
- D- Via DOM scraping initialized by a custom external JavaScript file

Answer:

B

Explanation:

The best practice for generating the data layer object each time a page is requested is to use server-side code to include the data layer in a <script> block in the page HTML's <head> section. This ensures that the data layer is available as soon as the page starts loading and can be used by Adobe Launch and other scripts. By having the data layer generated server-side, it reduces reliance on the client-side code and ensures the data is consistent and accurate for each page load.

Question 6

Question Type: MultipleChoice

A company has an issue with some links on their site containing Personal Identifiable Information (PII). For example, to access their account, users click a link that contains their first and last name.

Currently Activity Map is collecting the PII contained in some of their links.

How should the Architect disable Activity Map?

Options:

- A- Set s.trackExternalLinks to false
- B- Set s.trackInlineStats to false
- C- Set s.linkName to false
- D- Set s.linkURL to false

Answer:

B

Explanation:

Business Requirement: Disable Activity Map to prevent collecting Personal Identifiable Information (PII) in links.

Method:

s.trackInlineStats: Setting this to false disables Activity Map tracking.

Explanation:

s.trackInlineStats to false: This setting stops Activity Map from tracking link clicks and capturing PII in links.

Verification: According to Adobe Analytics Activity Map documentation, disabling Activity Map by setting s.trackInlineStats to false prevents the collection of potentially sensitive data (Adobe Activity Map Documentation).

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