



**Free Questions for *AD0-E207* by *certsinside***

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# Question 1

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**Question Type:** MultipleChoice

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What are three uses of Processing Rules? (Choose three.)

## Options:

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- A- Clean up misspelled site sections
- B- Populate campaign with a query string parameter
- C- Copy an eVar into a prop to see pathing
- D- Add classification rules for props and eVars
- E- Read eVar values from the product string

## Answer:

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A, B, C

## Explanation:

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Processing Rules in Adobe Analytics are versatile and can be used for various purposes:

Clean up misspelled site sections: Corrects misspelled values in data collection to ensure accurate reporting.

Populate campaign with a query string parameter: Extracts query string parameters and uses them to populate campaign variables.

Copy an eVar into a prop to see pathing: Allows copying values from an eVar to a prop to enable pathing analysis on that variable.

These rules help maintain data quality and flexibility in reporting.

## Question 2

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**Question Type: MultipleChoice**

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One of the records in the data sources files does not have the same number of columns as the header record. What will be the outcome of this file upload?

### Options:

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- A-** The file is not processed due to column mismatch.
- B-** The file is partially processed only for the existing records.
- C-** The file is partially processed only for the existing columns.

**D-** The file is not processed due to row mismatch.

**Answer:**

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A

**Explanation:**

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When uploading data source files to Adobe Analytics, it is crucial that each record has the same number of columns as the header record. If one of the records does not match the number of columns, the entire file will not be processed due to the column mismatch. This ensures data integrity and consistency in the uploaded data.

## Question 3

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**Question Type: MultipleChoice**

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A company is using Segment IQ to compare mobile and desktop traffic.

The metrics of interest to them are as follows:

\* Page Views/Visitors

\* Searches/Visitors

\* Carts/Visitors

\* Cart Additions/Visitors

\* Revenue/Visitors

The differential score when comparing each metric with each segment is high at 0.9 or greater. What does this differential score indicate?

**Options:**

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**A-** There is high statistical significance difference between these metrics and the 2 segments.

**B-** Mobile traffic is more valuable.

**C-** Desktop traffic is more valuable.

**D-** There is no statistical significance difference between these metrics and the 2 segments.

**Answer:**

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A

**Explanation:**

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Segment IQ in Adobe Analytics is used to compare different segments of traffic to determine the statistical significance of differences between metrics. A high differential score of 0.9 or greater indicates a high statistical significance difference between the metrics of the two segments. This means that the differences observed in metrics like Page Views/Visitors, Searches/Visitors, Carts/Visitors, Cart

Additions/Visitors, and Revenue/Visitors are not due to random chance but are significant and meaningful.

## Question 4

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**Question Type:** MultipleChoice

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A new Adobe Analytics implementation recently went live on an ecommerce site.

An Analyst notices some problems during the analysis of the product details pages for Electronics products:

- \* The expected "PDP" value does not appear in the Site Section dimension.
- \* No product views are associated with these pages.
- \* The expected product category of "Electronics" is not populating eVar10.

Which parameters should the Architect see in browser network requests when the solution operates correctly?

**Options:**

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**A-** events=prodView i section=PDP v10=Electronics

**B-** events=prod View i channel=PDP eVar10=Electronics

**C-** events=prodView ch=PDP eVar10=Electronics

**D-** events=prodView ch=PDP v10=Electronics

### **Answer:**

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C

### **Explanation:**

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Business Requirement: Ensure correct tracking of product detail pages for Electronics products.

Expected Parameters:

events=prodView: Tracks the product view event.

ch=PDP: Sets the site section to 'PDP' (Product Detail Page).

eVar10=Electronics: Captures the product category.

events=prodView: Ensures product views are recorded.

ch=PDP: Ensures the site section is correctly identified as 'PDP'.

eVar10=Electronics: Ensures the product category is captured correctly.

Verification: According to Adobe Analytics documentation on event tracking and eVars, using these parameters ensures accurate and detailed tracking of product detail pages (Adobe Analytics Implementation Guide).

## Question 5

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**Question Type:** MultipleChoice

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An Architect needs to track a site feature with a new eVar and make sure that the data is GDPR compliant. The Architect has already configured the new eVar in the Report Suite Admin panel. Which additional task should the Architect perform?

### Options:

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- A- In existing Report Builder spreadsheets, add the new variable to existing data requests
- B- In the Data Sources panel, add the new variable to any scheduled imports
- C- In the Data Governance Admin panel, add data governance labels to the variable
- D- In the Data Connectors Admin panel, add the new variable to existing Data Connector configurations

### Answer:

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C



## Explanation:

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Business Requirement: Ensure GDPR compliance for a new eVar tracking a site feature.

Additional Configuration:

Data Governance Labels: Essential for ensuring that the data collected complies with GDPR by appropriately labeling the data for privacy and security.

Explanation:

Data Governance Admin panel: Adding governance labels to the new eVar helps categorize and manage data according to GDPR compliance standards.

Verification: According to Adobe Analytics GDPR compliance documentation, adding governance labels in the Data Governance Admin panel is a critical step for ensuring data privacy and compliance (Adobe Analytics GDPR Compliance Guide).

## Question 6

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**Question Type:** MultipleChoice

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An Architect needs to update mobile data collection to comply with company and legal guidelines (GDPR, CCPA). The Architect discovers the Android version of their mobile application tracks the latitude, longitude, and iBeacon dat

a. Tracking specific geographic data is now considered out of compliance with company guidelines, and must be updated.

Which call must be removed?

**Options:**

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A- getGeoCoordinates

B- trackState

C- trackAction

D- trackLocation

**Answer:**

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D

**Explanation:**

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Business Requirement: Ensure compliance with GDPR and CCPA by updating mobile data collection practices.

Tracking Methods:

getGeoCoordinates: Retrieves geographical coordinates but is typically not the method used for tracking purposes.

trackState: Tracks the state of the application and user interaction.

trackAction: Tracks specific user actions within the application.

trackLocation: Explicitly tracks geographic location data, including latitude, longitude, and iBeacon data.

Explanation:

trackLocation: Must be removed to comply with regulations as it directly tracks and transmits geographic location data.

Verification: According to Adobe Mobile Services documentation, removing the trackLocation call ensures compliance with data protection regulations by eliminating the collection of sensitive geographic data (Adobe Mobile SDK Guide).

## Question 7

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**Question Type: MultipleChoice**

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An Architect has defined the following tracking specifications:

- \* A userID variable must be set in the data layer
- \* The userID value must be mapped to eVar5
- \* The userID value must be used as the Adobe visitor identification method.

The tagging engineer confirms that Adobe Launch is configured as requested.

An Analyst notices that the eVar5 report is not being populated.

The Architect can see that the userID data object is populated in the data layer after the page loads.

What is causing this problem?

### Options:

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- A- visitorID is not available in the data layer when the Adobe Launch rule runs
- B- userID is not being populated using dynamic variables.
- C- eVar5 is not being populated using dynamic variables.
- D- userID is not available in the data layer when the Adobe Launch rule runs.

### Answer:

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A

### Explanation:

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Business Requirement: Ensure userID is set in the data layer and mapped to eVar5, and used for visitor identification.

Issue Identification:

The userID data object must be available in the data layer before the Adobe Launch rule executes.

Explanation:

visitorID is not available in the data layer when the Adobe Launch rule runs: If the visitorID is not present in the data layer at the time the rule executes, the mapping to eVar5 will not occur, resulting in an empty eVar5 report.

Verification: According to Adobe Launch documentation, the timing of data layer availability is crucial for rule execution. Ensuring data is present before rules execute is necessary for accurate data capture (Adobe Launch Implementation Guide).

## Question 8

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**Question Type: MultipleChoice**

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An Architect is unable to analyze all internal search terms for the previous month because 15% of the internal search terms fall into "(low traffic)".

Which two extraction methods will show all search terms? (Choose two.)

**Options:**

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**A-** Data Extract

- B-** Report Builder
- C-** Data Warehouse
- D-** Data Feeds
- E-** Reporting API

**Answer:**

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C, D

**Explanation:**

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Business Requirement: Analyze all internal search terms, including those falling into the '(low traffic)' category.

Extraction Methods:

Data Warehouse: Provides comprehensive data extraction capabilities, allowing for the retrieval of detailed and granular data that might not be fully visible in standard reports.

Data Feeds: Offers raw data extraction capabilities, enabling the capture of all search terms without the aggregation and sampling that can occur in standard reports.

Data Warehouse: Can export detailed data, bypassing the '(low traffic)' limitation by accessing the raw, unsampled data.

Data Feeds: Provides a way to extract raw data directly from Adobe Analytics, ensuring that all search terms, including those with low traffic, are included.

Verification: According to Adobe Analytics documentation, using Data Warehouse and Data Feeds are recommended methods for extracting comprehensive datasets, including detailed search terms (Adobe Analytics Data Warehouse Guide, Data Feeds Documentation).

## Question 9

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**Question Type:** MultipleChoice

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In reviewing data from a Data Feeds request, an Architect sees that on the same hit, eVar1 has no value but post\_eVar1 has the value: PDP:summer:sunglasses

Why are these values different?

### Options:

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- A-** eVar1 has classifications associated with it that parse out values based on the ':' delimiter.
- B-** The values in eVar1 are set by processing rules or Vista Rules.
- C-** eVar1 was set through the data insertion API.
- D-** Due to the size of the payload. this server call was sent through the POST method.

**Answer:**

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B

**Explanation:**

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The difference between eVar1 and post\_eVar1 values indicates that processing rules or Vista Rules are being applied. Processing rules or Vista Rules can modify the values of variables after the initial data collection. In this case, eVar1 initially has no value, but post\_eVar1 shows the modified value 'PDP:summer

' after the application of these rules.

## Question 10

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**Question Type: MultipleChoice**

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A Solution Design Reference (SDR) is built for architectsite.com. The site has the following business requirements:

- \* Report on newsletter sign-up attempts (event1) by URL
- \* View the user journey through the site by page name
- \* Track which site section successful newsletter sign-ups (event2) occur



Which query string parameters must be seen in the network request to meet the requirements?

**Options:**

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- A- events=event1,event2 vl =architectsite.com pageName=homepage site=home
- B- events=eventl ,event2 vl =architectsite.com pageName=homepage cc=home
- C- events=event1 .event2 vl =architectsite.com pn=homepage ch=home
- D- events-event! ,event2 vl =architectsite.com pageName=homepage ch=home

**Answer:**

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D

**Explanation:**

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To meet the specified business requirements, the query string parameters in the network request must include:

events=event1,event2: This captures both newsletter sign-up attempts (event1) and successful sign-ups (event2).

vl=architectsite.com: This identifies the URL.

pageName=homepage: This tracks the user journey through the site by page name.

ch=home: This captures the site section where the successful newsletter sign-ups occur.

The combination of these parameters ensures that all the required data points are collected and reported accurately.

## Question 11

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**Question Type:** MultipleChoice

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A coworker creates the calculated metric named "Orders / Visits" in Adobe Analytics to determine the percentage of visits that purchased something on the company's website.

The coworker includes the calculated metric in the Products report. The coworker notices that the sum of the orders for the products is greater than the total orders shown in the report.

What should the Architect do?

### Options:

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- A-** Create a new classification and upload the SAINT file
- B-** Create a Data Source to upload the totals
- C-** Put the Orders and Visits into a new event using Processing Rules

**D-** Create a calculated metric that includes Total versions of the metrics

**Answer:**

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D

**Explanation:**

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The issue arises because the calculated metric 'Orders / Visits' is not aggregating correctly at the product level in the Products report. To resolve this, the Architect should create a calculated metric that uses the Total versions of the Orders and Visits metrics. This ensures that the calculation is performed on the overall totals rather than individual line items, providing an accurate percentage of visits that resulted in purchases.

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