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Question 1

Question Type: MultipleChoice

An Architect is using dynamic variables in an Adobe Analytics implementation. eVar32 is used to collect the current page URL.

Which syntax should be used?

Options:

A- s.eVar32='D=g'

B- s.eVar32='D=cp'

C- s.eVar32='*D=host'

D- s eVar32='D=url'

Answer:

B

Explanation:

Business Requirement: Use dynamic variables to collect the current page URL in eVar32.

Method:

Dynamic Variable Syntax: D=cp references the current page URL.

Explanation:

s.eVar32='D=cp': This syntax tells Adobe Analytics to dynamically populate eVar32 with the current page URL.

Verification: According to Adobe Analytics dynamic variables documentation, using D=cp correctly references and captures the current page URL in eVars (Adobe Analytics Dynamic Variables Guide).

Question 2

Question Type: MultipleChoice

An Architect is implementing Adobe Analytics across 3 different websites using one Adobe Launch property. Each website is on its own domain and has its own report suite in Adobe Analytics.

What should the Architect do to determine the report suite IDs when pages load?

Options:

- A- Use processing rules to populate the report suite IDs
- B- Use a dynamic variable to populate the report suite IDs
- C- Add all 3 report suite IDs to the Adobe Analytics extension configuration
- D- Use a data element to populate the report suite IDs

Answer:

D

Explanation:

Business Requirement: Determine the appropriate report suite IDs for different websites using one Adobe Launch property.

Method:

Data Element: Utilizes a data element to dynamically determine and populate the report suite ID based on the domain or other contextual information.

Data Element: Provides flexibility to dynamically assign the correct report suite ID for each website based on defined conditions or context.

Verification: According to Adobe Launch best practices, using data elements to populate report suite IDs ensures accurate and context-specific tracking across multiple domains (Adobe Launch Documentation).

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Question 3

Question Type: MultipleChoice

A company wants to report on the internal search keywords and their contribution to the revenue.

The Architect instructs the developer to create the digitalData.search.keyword" data object in the data layer so it can be mapped to eVar.

Which syntax should the Architect recommend?

A)

```
var digitalData = {  
  "page.name" : "search results"  
  "search.keyword" : "small shirts",  
  "search.results" : "57"  
}
```

B)

```
var digitalData = {  
  "page": {  
    "name": "search results"  
  },  
}
```

C)

```
"search": {  
  "keyword": "small shirts",  
  "results": "57"  
}  
}
```

D)

```
var digitalData = {  
  "page": {  
    "keyword": "search results"  
  },  
  "search.keyword": "small shirts" {  
    "results": "57"  
  }  
}
```

Options:

A- Option A

B- Option B

C- Option C

D- Option D

Answer:

B

Explanation:

Business Requirement: The company needs to report on internal search keywords and their contribution to revenue by creating the digitalData.search.keyword data object in the data layer.

Recommended Syntax: The syntax must be correctly structured to allow Adobe Analytics to map the data object to eVar1 efficiently.

Explanation:

Question 4

Question Type: MultipleChoice

A customer launches a new checkout flow that includes all checkout steps in a Single Page Application.

The development team must be instructed on how to indicate when a user moves to the next step of the checkout flow so this information can be tracked in Adobe Analytics using Adobe Launch.

The customer wants to be able to report on each step of the checkout as different page views.

Which configuration of an Adobe Launch rule must the tagging engineer configure in Adobe Launch to meet these requirements?

Options:

- A- Direct Call Event with an s.t() beacon
- B- Click Event with an s.t()
- C- Direct Call Event with an s.tl() beacon
- D- DOM Ready Event with an s.t()

Answer:

A

Explanation:

Business Requirement: Track each step of the checkout process as separate page views in a Single Page Application (SPA).

Configuration:

Direct Call Event: Triggered explicitly by the application code when a user moves to the next step.

s.t() beacon: Sends a page view beacon, suitable for capturing page views in SPAs.

Explanation:

Direct Call Event: Allows developers to indicate specific points in the SPA where analytics tracking should occur.

s.t() beacon: Suitable for recording page views, capturing each step in the checkout flow as a separate page view.

Verification: According to Adobe Launch documentation, using Direct Call Events with s.t() beacons is the recommended approach for tracking page views in SPAs (Adobe Launch Implementation Guide).

Question 5

Question Type: MultipleChoice

The Architect needs to collect a value in a prop to use it within pathing reports and an eVar so that the value can persist. The Architect also needs to reduce the size of the server call as much as possible.

Which method should the Architect use?

Options:

- A- A VISTA rule to copy the prop value to the eVar
- B- s.eVar1 = s.prop1
- C- s.eVar1 = 'D=c1'
- D- A processing rule to copy the prop value to the eVar

Answer:

C

Explanation:

Introduction: The requirement is to use a value in both a prop (for pathing reports) and an eVar (for persistence) while minimizing the size of the server call.

Explanation of Methods:

A . A VISTA rule to copy the prop value to the eVar:

VISTA (Visitor Identification, Segmentation & Transformation Architecture) rules are server-side rules that can copy values between variables. However, they are complex, incur additional costs, and do not reduce server call size.

B . s.eVar1 = s.prop1:

Directly setting the eVar value to the prop value in the code is straightforward but does not minimize the server call size as both values are separately included in the request.

C . s.eVar1 = 'D=c1':

This method uses dynamic variable substitution, which reduces the server call size by referencing the prop value (c1) directly in the eVar without duplicating the data in the request.

Verification: Check the Adobe Analytics server call in the Network tab to confirm the reduced size.

D . A processing rule to copy the prop value to the eVar:

Processing rules can be used to copy values server-side, similar to VISTA rules but without the additional cost. However, this approach does not minimize the server call size.

Detailed Steps:

Dynamic Variable Substitution:

Set the eVar value to reference the prop value using the syntax s.eVar1 = 'D=c1'.

This tells Adobe Analytics to dynamically substitute the value of c1 (prop1) into eVar1 without sending redundant data.

Example:

```
s.prop1 = 'exampleValue';
```

```
s.eVar1 = 'D=c1';
```

Benefits:

Reduced Server Call Size: By using dynamic variable substitution, the server call payload is smaller, optimizing data transmission.

Efficient Data Handling: The value is captured once in the prop and referenced in the eVar, maintaining efficiency and persistence.

References:

[Adobe Analytics Implementation Documentation: Dynamic Variable Substitution](#)

[Adobe Analytics Network Call Analysis Guide: Understanding Server Calls](#)

By using `s.eVar1 = 'D=c1'`, the Architect achieves the goal of collecting the value in both a prop and an eVar efficiently while minimizing the server call size.

Question 6

Question Type: MultipleChoice

An Architect advises a site developer to embed the Adobe Launch script in the

and to place the data layer before the closing tag of a web page.

During testing, an Adobe Analytics page view call fires successfully. Several Adobe variables are not defined in the call. The embedded Launch script and the data layer are implemented correctly per the Architect's specifications.

What should the Architect do to resolve the issue?

Options:

- A- Move the data layer to before the Adobe Launch script in the <head>.
- B- Move the data layer just before the </body> tag.
- C- Move the data layer to after the Adobe Launch script in the <head>.
- D- Move the data layer just before the <body> tag

Answer:

A

Explanation:

To ensure that Adobe Launch and its variables are correctly defined and available when the page view call is fired, the data layer should be placed before the Adobe Launch script in the <head> section of the webpage. This ensures that all data layer variables are available to the Launch script during its execution.

Question 7

Question Type: MultipleChoice

A product was viewed on two different pages and was added to the cart from one of the pages. Below are the product syntax used for each page.

Page 1:

```
s.products = ";prod123;1;100;;evar2=merch_category1";
```

Page 2:

```
s.products = ";prod123;1;100;;evar2=merch_category2";
```

If the product was checked out and purchased for \$100, how might revenue be attributed to eVar2 if merchandising is enabled? (Choose two.)

Options:

- A- \$100 against merch.category1 and \$100 against merch_category2 for linear allocation
- B- \$100 against merch.category1 for original allocation
- C- \$200 against merch_category2 for most recent allocation
- D- \$200 against merch.category1 for original allocation
- E- \$100 against merch_category2 for most recent allocation

Answer:

A, E

Explanation:

When merchandising is enabled in Adobe Analytics, revenue attribution can vary based on the allocation method:

Linear Allocation: Distributes revenue equally across all instances of the product view and add-to-cart events. Thus, \$100 would be attributed to both merch_category1 and merch_category2.

Most Recent Allocation: Attributes the revenue to the most recent instance of the variable. Thus, \$100 would be attributed to merch_category2.

This approach ensures that revenue attribution accurately reflects user interactions with products.

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