

Free Questions for AD0-E207

Shared by Mcpherson on 04-10-2024

For More Free Questions and Preparation Resources

Check the Links on Last Page

Question 1

Question Type: MultipleChoice

An Architect needs to create a segment of users that started a visit from a campaign and completed an order.

A specific product demo page and coupon page can be viewed in any order between the landing page and the order confirmation page.

What should the Architect use to meet the requirements?

Options:

- A- Non-sequential containers
- B- Logical group containers
- C- Only before sequence segments
- D- Only after sequence segments

Answer:

A

Explanation:

In Adobe Analytics, non-sequential segments allow for the inclusion of conditions that do not necessarily occur in a specific order. Since the specific product demo page and coupon page can be viewed in any order between the landing page and the order confirmation page, non-sequential containers are the appropriate choice. They allow for the creation of a segment where users must have started their visit from a campaign and completed an order, without enforcing a strict sequence for intermediate steps.

Question 2

Question Type: MultipleChoice

A company wants to make their Adobe Analytics data GDPR-compliant. They collect gender and age data during registration.

Which privacy settings should the Architect apply to the two variables?

Options:

- A- 12, DEL-PERSON, ACC-PERSON, and ID-PERSON
- B- I1, DEL-DEVICE, and ACC-PERSON
- C- 12, DEL-PERSON, and ACC-PERSON
- D- I1, DEL-PERSON, and ACC-PERSON

Answer:

C

Explanation:

To make Adobe Analytics data GDPR-compliant, specific privacy settings need to be applied to the variables that collect personal data. The following privacy settings are relevant:

12: This identifier is for data elements that are directly related to individuals.

DEL-PERSON: This setting indicates that the data should be deleted if requested by the user under GDPR.

ACC-PERSON: This setting allows access to the data by the individual upon request.

By applying these settings to the variables collecting gender and age data, the company ensures compliance with GDPR regulations, allowing for the necessary control and access to personal data.

Question 3

Question Type: MultipleChoice

A company has a Tableau Dashboard that includes data from various sources including Adobe Analytics. The dashboard is

updated weekly.

Which method should an Architect use to extract the data to be used with the dashboard?

Options:

- A- Download Excel from Custom Report
- B- Download CSV from Analysis Workspace Report
- C- Deliver data via FTP through Data Warehouse
- D- Deliver data via FTP through Data Feeds

Answer:

C

Explanation:

Business Requirement: Extract data for weekly updates to a Tableau Dashboard from Adobe Analytics.

Recommended Method:

Deliver data via FTP through Data Warehouse: Provides a robust and automated method for exporting large datasets on a scheduled basis.

Data Warehouse: Allows for the extraction of large and complex datasets suitable for integration with external BI tools like Tableau.

FTP Delivery: Automates the data export process, ensuring timely updates to the Tableau Dashboard.

Verification: According to Adobe Analytics Data Warehouse documentation, using FTP delivery through Data Warehouse is the preferred method for exporting large datasets for external use (Adobe Analytics Data Warehouse Guide).

Question 4

Question Type: MultipleChoice

For an Implementation, the data layer is correctly mapped to the data element in the browser console for eVar1. Also, the Adobe Image request in the Network tab has the value populated correctly for eVar1.

The reporting does NOT have any values for eVar1.

What are three reasons for this issue? (Choose three.)

Options:

A- Tracking server is incorrect.

- B-** prop corresponding to eVar1 is NOT enabled.
- C-** eVar1 is NOT enabled in admin settings.
- D-** event corresponding to eVar1 is NOT enabled.
- E-** eVar1 is set to expire on hit.
- F-** Report Suite ID is incorrect.

Answer:

A, C, F

Explanation:

Business Requirement: Ensure data captured by eVar1 is correctly reported.

Potential Issues:

Tracking server is incorrect: Data might not be sent to the correct server for processing.

eVar1 is NOT enabled in admin settings: The eVar must be enabled in the admin settings to be recorded and reported.

Report Suite ID is incorrect: Data might be sent to the wrong report suite, causing discrepancies in reporting.

Explanation:

Tracking server is incorrect: Ensures data reaches the correct Adobe Analytics server for processing.

eVar1 is NOT enabled in admin settings: Critical to have eVar1 enabled for it to collect and report data.

Report Suite ID is incorrect: Ensures data is reported in the correct report suite.

Verification: According to Adobe Analytics troubleshooting documentation, ensuring the correct tracking server, enabled eVars, and correct Report Suite ID are fundamental steps in diagnosing reporting issues (Adobe Analytics Troubleshooting Guide).

Question 5

Question Type: MultipleChoice

A company has implemented Adobe Analytics and wants to add Adobe Audience Manager using server-side forwarding. The Analyst cannot see any data in Audience Manager.

Where should the Architect enable server-side forwarding?

Options:

A- Adobe Launch Audience Manager Extension

B- Adobe Analytics Report Suite settings

C- Adobe Audience Manager

D- Adobe Admin Console

Answer:

B

Explanation:

Business Requirement: Enable server-side forwarding to integrate Adobe Audience Manager (AAM) with Adobe Analytics.

Configuration Location:

Adobe Analytics Report Suite settings: This is where server-side forwarding needs to be enabled to allow data to be sent from Adobe Analytics to AAM.

Explanation:

Adobe Analytics Report Suite settings: This setting ensures that data collected in Adobe Analytics is forwarded to Adobe Audience Manager.

Verification: According to Adobe's integration documentation, server-side forwarding is configured within the Adobe Analytics Report Suite settings (Adobe Analytics and Audience Manager Integration Guide).

Question 6

Question Type: MultipleChoice

A company wants to report on the monetary value of a visitor's cart when they reach the checkout page.

The company offers only 5 products online. They want to report on product names but do not want to upload files into Adobe Analytics to classify the product IDs.

A visitor reaches the checkout page with the following items in their cart:

* A single \$8 Novelty Mug", product ID=123

* 2 bags of "Coffee Beans" with a total price of \$10, product ID=234

Which variable values must be set to meet these requirements?

Options:

A- s.events = 'scCheckout.eventl'

s.products = ';Novelty Mug;;;event1=8.00;;Coffee Beans;;;event1 =5.00';

B- s.events = 'scCheckout.eventl =8.00,event1 =10.00' s.products = ';Novelty Mug;;;Coffee Beans;;';

C- s.events = 'ScCheckout.eventl'

s.products = ';123;;;event1=8.00.;234;;;event1 =10.00';

D- s.events = 'scCheckout,event1'
s.products = ';Novelty Mug;;;event1=8.00;;Coffee Beans;;;event1 =10.00';

Answer:

D

Explanation:

Business Requirement: Report on the monetary value of a visitor's cart at the checkout page without using product IDs.

Variable Configuration:

s.events: Captures the checkout event and the monetary value.

s.products: Lists the product names and their corresponding values.

Explanation:

s.events = 'scCheckout,event1': This sets the event to capture the checkout action and records the event value.

s.products = ';Novelty Mug;;;event1=8.00;;Coffee Beans;;;event1=10.00': This format lists the products by name and assigns their respective monetary values.

Verification: According to Adobe Analytics product string documentation, the format used correctly attributes product names and values to the checkout event (Adobe Analytics Implementation Guide).

Question 7

Question Type: MultipleChoice

A company has a website with many forms.

The company wants the ability to report on:

- * Form errors per visit
- * Form errors per form
- * Successful form submissions

Which three variables should be used to meet these requirements? (Choose three.)

Options:

- A-** Event for 'Forms Submitted with Errors'
- B-** s.pageType='errorPage'
- C-** Event for 'Visit Number'

D- eVar for 'Form Type'

E- Event for 'Forms Submitted Successfully'

Answer:

A, D, E

Explanation:

Business Requirement: The company wants to track successful and unsuccessful form submissions and identify the types of forms being submitted.

Variables and Metrics Needed:

Event for 'Forms Submitted with Errors': Captures instances where forms are submitted but contain errors.

eVar for 'Form Type': Identifies the type of form being submitted, which is crucial for analyzing different form performance.

Event for 'Forms Submitted Successfully': Captures instances where forms are successfully submitted.

Explanation:

Event for 'Forms Submitted with Errors': Essential for understanding and improving form completion processes by identifying where users encounter issues.

eVar for 'Form Type': Provides detailed breakdowns of form performance by type, aiding in targeted improvements.

Event for 'Forms Submitted Successfully': Measures the completion rate of forms, which is critical for business metrics.

Verification: According to Adobe Analytics best practices, using specific events for tracking successful and error submissions alongside eVars for categorization provides comprehensive insights (Adobe Analytics Implementation Guide).

Question 8

Question Type: MultipleChoice

For an online retail company, prop17 and prop24 are used to collect link name and link type respectively, and are sent via an s.tl() call.

An Architect is assigned to create a segment at a visitor level where the prop17 was set to "Checkout" , prop24 was set to 'custom link' , and a product xyz" was purchased in the same visit.

How should the Architect build this segment?

Options:

A- Visit container (product = 'xyz') > Visitor container > Hit (prop17 = 'Checkout and prop24 = 'custom link')

B- Visit container (product = 'xyz') > Hit (prop17 = 'Checkout' and prop24 = 'custom link')

C- Visitor container > Visit container (product = 'xyz') > Hit (prop17 = 'Checkout' and prop24 = 'custom link')

D- Hit (prop17 = 'Checkout' and prop24 = custom link') > Visit container (product = *xyz') > Visitor container

Answer:

C

Explanation:

To create a segment that captures visitors who engaged with a specific link type and purchased a specific product within the same visit, the following structure should be used:

Visitor container: Ensures the segment applies to the entire visitor's history.

Visit container (product = 'xyz'): Ensures that the product 'xyz' was purchased during the visit.

**Hit (prop17 = 'Checkout'

Top of Form

Bottom of Form

Question 9

Question Type: MultipleChoice

A media company has a business requirement to capture a value of the news sections (politics, sports, food) that an art belongs to that visitors engage with. The company wants to understand and analyze the contribution the news sections give to any type of conversion.

The company also wants to assign attribution to all of the news sections engaged with when a conversion takes place during the active session to analyze what news sections play a role in the conversion activity.

Which solution should the architect use?

Options:

- A-** * Assign a custom prop to capture the news section value
 - * Enable list support
 - * Enable pathing
- B-** * Assign a custom eVar to capture the news section value
 - * Enable last touch (most recent) attribution to the eVar
 - * Expire the eVar after 30 days
- C-** * Assign a custom prop to capture the news section value
 - * Enable display of participation metrics
 - * Enable pathing
- D-** * Assign a custom eVar to capture the news section value
 - * Enable linear attribution to the eVar

* Expire the eVar after the visit

Answer:

D

Explanation:

To capture and analyze the contribution of news sections to conversions, the following steps should be taken:

Assign a custom eVar to capture the news section value: This allows for tracking which news sections users engage with.

Enable linear attribution to the eVar: Linear attribution ensures that all news sections engaged with during a session are credited proportionally for any conversions, providing a more balanced view of their contribution.

Expire the eVar after the visit: This ensures that the attribution is relevant to the current session and does not carry over to future sessions, maintaining accuracy in conversion analysis.

This approach provides a clear and comprehensive understanding of how different news sections contribute to conversions.

Question 10

Question Type: MultipleChoice

A company "XYZ Corp" has multiple departments and would like to restrict access to data to different business groups based on their own department. What would be the correct ways of restricting the data? (Choose two.)

Options:

- A- Create segments for each department and share the appropriate segment with the analyst.
- B- Create a global report suite with an eVar set to the department then create virtual suites based on that eVar.
- C- Create individual report suites with an eVar set to the site name then create a rollup of the suites.
- D- Create individual reports suites for each department and assign each analyst the access rights.

Answer:

B, D

Explanation:

To restrict data access to different business groups based on their department, the following methods can be used:

Create a global report suite with an eVar set to the department then create virtual suites based on that eVar: This method allows for a single comprehensive dataset that can be segmented into virtual report suites for each department, making data management and reporting easier.

Create individual report suites for each department and assign each analyst the access rights: This approach provides complete data isolation for each department, ensuring that analysts only have access to their respective department's data.

Both methods ensure that data access is properly restricted and managed according to departmental boundaries.

Question 11

Question Type: MultipleChoice

A company has a business requirement to capture the following information on the order confirmation page of an ecommerce site:

1. Product Name (in eVar2)
2. Product SKU
3. Product Level Coupon Code (in eVar1)
4. Product Level Discount (in event1)

A customer visits the site, searches for a smart phone, and purchases an Amaze Touch Pro for \$700. The customer receives a discount of \$70 by applying coupon code "SUMMER10". On the Order Confirmation page, the SKU appears in the data layer as "atp29

Which s.products syntax should be used?

Which s.products syntax should be used?

Options:

- A- ';atp29;1 ;700.00;eVar1 =SUMMER10|eVar2=Amaze Touch Pro;event1 =70.00';
- B- ';Amaze Touch Pro;! ;700.00;event1 =70.00;eVar1 =SUMMER10|eVar2=Amaze Touch Pro';
- C- ';atp29;700.00;event1 =70.00;eVar1 =SUMMER10|eVar2=Amaze Touch Pro';
- D- ';atp29;! ;700.00;event1 =70.00;eVar1 =SUMMER10|eVar2=Amaze Touch Pro';

Answer:

D

Explanation:

To correctly capture the specified data in Adobe Analytics, the s.products syntax needs to be properly formatted to include the product SKU, quantity, price, and custom variables and events. The correct format is:

SKU: atp29

Quantity: 1

Price: 700.00

Event1: 70.00 (discount)

eVar1: SUMMER10 (coupon code)

eVar2: Amaze Touch Pro (product name)

The correct syntax is:

arduino

Copy code

```
s.products = ';atp29;1 ;700.00;eventl =70.00;eVar1 =SUMMER10|eVar2=Amaze Touch Pro';
```

This format ensures that all the specified information is correctly captured and recorded in Adobe Analytics.

To Get Premium Files for AD0-E207 Visit

<https://www.p2pexams.com/products/ad0-e207>

For More Free Questions Visit

<https://www.p2pexams.com/adobe/pdf/ad0-e207>

