

Adobe

Exam Questions AD0-E201

Adobe Analytics Developer



NEW QUESTION 1

In the product string for a single item, how many semicolons (;) come before the name of the product?

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

Answer: B

NEW QUESTION 2

In a single Page Application (SPA), which event is type is unsupported for triggering a rule when a user goes from one view to another?

- A. Direct Call
- B. Page Bottom
- C. Custom Event
- D. History Change

Answer: A

NEW QUESTION 3

A developer created a rule in Adobe Experience Platform Launch, but the rule is not visible when testing the development library. What went wrong?

- A. The rule was not built to the correct working library.
- B. A new rule is disabled by default.
- C. A new rule can only be tested in the staging environment.
- D. A new rule takes time to be processed.

Answer: B

NEW QUESTION 4

An Analytics developer placed the doPlugins() function in the code editor of the Adobe Analytics extension to populate the s.campaign variable. Then, the developer created a rule to populate the s.campaign variable on a specific landing page.

When validating the value of the s.campaign variable on the specific landing page, it shows the doPlugins() value for the campaign variable. What would cause this issue?

- A. The doPlugin() function value will take precedence over the s.campaign variable
- B. The doPlugin() function needs to be excluded through an exception in the rule.
- C. The doPlugin() function runs last and overwrites any values for the same variables.
- D. The rule's condition was not met
- E. so the doPlugins() function persisted.

Answer: A

NEW QUESTION 5

When adding a new app in the Adobe Mobile Services interface, which three settings are required to save and create the app? (Choose three.)

- A. Name
- B. Use HTTPS
- C. App Store
- D. Type
- E. Report Suite
- F. Organization

Answer: BD

NEW QUESTION 6

A developer needs to have a rule fire as late as possible upon the initial view of the page. Which event type is the latest to load?

- A. DOM Ready
- B. Window Loaded
- C. Library Loaded
- D. Page Bottom

Answer: A

NEW QUESTION 7

Your site contains many links to external sites. You do not want to track all existing links, but only report on a specific subnet of them. Adobe Analytics has the following configuration:

```
s.trackExternalLinks=true;
s.linkInternalFilters="javascript:,mysite.com";
s.linkExternalFilters="site1.com,site2.com,site3.com/partners";
s.linkLeaveQueryString=false;
```

Which two links are considered external links? (Choose two.)

A) `Home`

B) `Partner Portal`

C) `Follow us`

D) `Offers`

E) `Careers`

- A. Option A
- B. Option B
- C. Option C
- D. Option D

Answer: BD

NEW QUESTION 8

What should be used to transform the incoming values before an event is set based on the reported data?

- A. Triggers
- B. Processing Rules
- C. Context Data Variable
- D. Conversion Variable

Answer: C

NEW QUESTION 9

Adobe Experience Platform Launch has been implemented using asynchronous deployment. When does a rules fire if it is configured to trigger on a "Page Bottom" event?

- A. If the load browser event has already occurred
- B. Just before the library is loaded
- C. when the DOMContentLoaded browser event occurs
- D. Immediately when the library is loaded

Answer: C

NEW QUESTION 10

Ah Adobe Analytics report shows a big percentage of breakdown values as "Other". What could be the reason for this problem?

- A. Conversion event fires without a conversion variable
- B. Using segments in which in the rule is disabled
- C. Pages fire outside URL filters
- D. Unclassified data in classification reports

Answer: B

NEW QUESTION 10

A business stakeholder is running a campaign on multiple social media platform for an upcoming holiday. They want to know the complete journey after a user clicks on the campaign and enters the site. How can this requirement be met?

- A. Use prop with lists enabled.
- B. Use s.campaign, and populate the data.
- C. Use prop, and populate the data.

- D. Use
- E. campaign with pathing enabled.

Answer: B

NEW QUESTION 14

What is the Adobe-recommend way to enable the Experience Cloud ID within Adobe Experience Platform(AEP) Launch?

- A. The Experience Marketing CloudID extension
- B. The Experience Cloud ID extension
- C. By custom code, as there is no Launch Extension
- D. The Adobe Analytics extension

Answer: B

NEW QUESTION 18

When testing, the Adobe Analytics beacon is not firing. There is a JavaScript error in the console that says "TypeError: Error is nota function". Which is the probable cause of the error?

- A. A variable called Error
- B. A function called TypeError
- C. A variable called Error
- D. A function called error

Answer: B

NEW QUESTION 22

A developer is adding the Adobe Analytics extension via Adobe Experience Platform Launch.

In order to track page views, what is the recommended event type that the developer should set the rule to fire upon?

- A. DOM ready
- B. Page Bottom
- C. library Loaded
- D. Window Loaded

Answer: C

NEW QUESTION 24

According to the Solution Design Reference (SDR) eVar6 is designated to capture the category at the time each product was viewed.

The SRD shows a code example for theuse of eVar6:

Which configuration setting must be set for eVar to properly record its values?

- A. Enable sub relations for products and eVar6.
- B. Set the allocation to origin, and expiration to purchase.
- C. Set Conversion Variable Syntax, and choose the binding event.
- D. Enable merchandising, and use product syntax.

Answer: B

NEW QUESTION 29

How can a developer see which Adobe Experience Platform Launch rules are being fired without using browser plugins?

- A. `_satellite.logger.debug(true);`
- B. `_satellite.setDebug(true);`
- C. `_satellite.setDebug();`
- D. `localStong,seitem('setDebug[.; true);`

Answer: B

NEW QUESTION 33

Which built-in functions have been deprecated in Adobe Experience Platform Launch?

A)

```
_satellite.cookie.set() | _satellite.cookie.read() | _satellite.logger()
```

B)

```
_satellite.setCookie() | _satellite.getCookie() | _satellite.notify()
```

C)

```
_satellite.cookie.set() | _satellite.cookie.get() | _satellite.logger()
```

D)

```
_satellite.setCookie(), _satellite.readCookie(), _satellite.notify()
```

- A. Option A
- B. Option B
- C. Option C
- D. Option D

Answer: B

NEW QUESTION 37

To track exit rate from the on-site search results page by number of no-site searches the user performed, what kind of variable should be populated with the number of on-site searches?

- A. Traffic Variable
- B. Counter eVar
- C. Predefined Event
- D. Numeric Event

Answer: C

NEW QUESTION 39

When implementing Adobe Analytics for a site, what is one reason to leverage a data layer instead of a document object model scraping approach?

- A. The site code of the page is rarely updated and the DO< elements remain the same for most of the time.
- B. When the document object model of the page is updated for functional or design reasons analytics data is not affected.
- C. Site developers are not available to regularly updated the page implementation and the DOMrarely changes.
- D. The analytics developer is very familiar with the document object model of the pages and is able to find elements on the page.

Answer: C

NEW QUESTION 42

An implementation requires custom code in Adobe Experience Platform Launch that sets an eVar. The code looks like this:

```
s.eVar-1="blue"
```

However, when the rule executes, the following error appears in the browser's console:

```
Uncaught ReferenceError: s is not defined
```

What are two possible cause of this error? (Choose two.):

- A. The Adobe Analytics extension has not been installed.
- B. The s object needs to first be declared in a page load rule.
- C. The "Make tracker globally accessible" setting i n the Adobe Analytics extension has not been enabled.
- D. Then AppMeasurement library was deleted from the website.
- E. Another JavaScript library on the page is conflicting with Launch.

Answer: BC

NEW QUESTION 45

In the Adobe Mobile SDK, what is the name of the file where the Adobe Analytics report Suite ID is set?

- A. ADBMobile.json
- B. ADBMobileConfig.json
- C. AdobeMobileMeasurement.kson
- D. AdobeMobileLimrart.json

Answer: B

NEW QUESTION 47

A client has a hybrid native app that opens mobile web content the app.

Which method should be used to ensure that visitors are not identified separateltly as they movebetween the native and mobile web pages?

- A. VisitorMarkitingCloudID()
- B. VisitorSynclntifiers()
- C. visitorAppendTourL()
- D. visitorgetlDs

Answer: B

NEW QUESTION 49

What are two characteristics that are only true of props? (Choose two.)

- A. They persist, to be collected on subsequent server calls.
- B. They can be used for allocation of conversion to report values.
- C. They cannot persist from one server call to another.
- D. They can have a total length of characters.
- E. They can have enabled for use in report and Analytics.

Answer: BD

NEW QUESTION 52

a banner ad has the wrong campaign ID tracking parameter (tid instead of cid) on the destination URL. Which Adobe Analytics feature can be used to fix this issue?

- A. Classifications
- B. Processing Rules
- C. Event Serialization
- D. Data Sources

Answer: A

NEW QUESTION 55

A customer would like to tie their Experience Cloud ID the customer loyalty card when they register and fill in their profile. What code should be invoke to trigger the IDsynchronization.

A)

```
visitor.setLoyaltyIDs({ "id":"67312378756723456", "authState":Visitor.AuthState.NOT_LOGGED });
```

B)

```
visitor.setCustomerIDs({ "loyaltyID":{ "id":"67312378756723456", "authState":Visitor.AuthState.AUTHENTICATE } });
```

C)

```
visitor.setCustomerIDs({ "loyaltyId":"67312378756723456", "authState":Visitor.AuthState.UNKNOWN });
```

D)

```
visitor.setLoyaltyIDs({ "id":"67312378756723456", "authState":Visitor.AuthState.AUTHENTICATE });
```

- A. Option A
- B. Option B
- C. Option C
- D. Option D

Answer: A

NEW QUESTION 60

An adobe Analyticsdeveloper is analyzing the reasons behind a data loss. The application has to support offline tracking, so trackoffline is set to true. What is the reason behind the data loss?

- A. Report is not timestamp enabled.
- B. Default value for property officeLimitis not increased.
- C. Forceoffline property is enabled.
- D. Additional property offlinetrackingSuite is empty.

Answer: B

NEW QUESTION 64

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