AD0-E201 Dumps

Adobe Analytics Developer

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NEW QUESTION 1
Some variables are being populatedcorrectly in you implementation and others are not Which of the displayed variables uses the correct case?

A. s.channel-Help
B. s.PageType-Cprt'
C. s.Pagename-'Homepage
D. s.purchased-1234567899'

Answer: C

NEW QUESTION 2
The client wouldlike to track the subscription flow in the mobile application. The client wants to deduplicate each subscription completion event with unique ID made up with encrypted email address.
How can you meet the customer's requirements?

A. Ask the client mobiledevelopment team to set &events the variable concatenate it with the hashed ID, using a colon as a separator between the 2 values.Configure an event in the admin console, and set &events Unique Event recording to 'Use unique ID'
B. Use aprocessing rule to set an event when actionName equals ''subscription completed'', and concetenate it with the uniqueID, using a colon as a separate between the 2 values.Configure an event in the admin console, and set Unique Event Recording to 'Use unique ID'
C. Ask the client mobile development team to set the variable, and populate the purchase ID variable with hashed ID, using a processing rule.Configure an event in the admin console, and set Unique Event Recording to 'Use unique ID'
D. Use a processing rule to set an event when action Name equals ''subscription completed''. and concatenate it with the unique ID.Configure an event in the admin console, and set unique Event Recording to 'once per visit'

Answer: B

NEW QUESTION 3
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 4
A solution design reference document says that an AdobeAnalytics variable should be populated on all pages. What are two methods that could be used to meet this requirement? (Choose two.)

A. Create a data element in Adobe Experience Platform Launch that matches the name of the variable , and it will be populated automatically.
B. Configure the variable with a default value inside of the Adobe Analytics Report Suite configuration.
C. Set the variable in the Global variable section of the Adobe Analytics extension in Adobe Experience Platform Launch.
D. Set the variable in the Adobe Analytics: Set Variables action of a page load rule in Adobe

Answer: BD

NEW QUESTION 5
A developer has tested a submitted Adobe Experience Platform Launch library in the staging environment and detected problem.
How should the developer fix this issue?

A. Wait for he approver to reject, make the changes to the library in staging and then approve the changes.
B. Make the changes to the library in staging, and the publish to production,
C. Wait for the approve to reject, make the change to the library in development, and re-submit for approval.
D. Make the changes to the library in staging and re-submit for approval.

Answer: C

NEW QUESTION 6
A developer needs to have a rule fire as late as possible upon the initialview 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 is the contains many linksto external sites. You do not want to track all exist liks, 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)

```
&lt;a href="https://www.mysite.com"&gt;Home&lt;/a&gt;
```

B)

```
&lt;a href="https://www.site3.com"&gt;Partner Portal&lt;/a&gt;
```

C)

```
&lt;a href="https://www.site1.com"&gt;Follow us&lt;/a&gt;
```

D)

```
&lt;a href="https://www.site3.com/partners/offer.html"&gt;Offers&lt;/a&gt;
```

E)

```
&lt;a href="/careers/job_list.html"&gt;Careers&lt;/a&gt;
```

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

Answer: BD

NEW QUESTION 8
The client wants to track any error that may happen on the purchase page using Adobe Analytics. How would an Adobe Analytics developer capturing server-side errors?

A. Use aneVar capture the error message from an on-page data layer and send the value using a s,t1() call.
B. Use a prop to capture the error message and populate both s.errorPage and s.pageURL
C. Set s.Pagetype property to errorPage '' and set errormessage with the contents of the error.
D. Set s.page Type property to errorPage and set s.page URL with URL that cause the error.

Answer: A

NEW QUESTION 9
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 classificationreports

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.compaign, and populate the data.
C. Use prop, and populate the data.
D. Use
E. campaign with pathing enabled.

Answer: B

NEW QUESTION 10
When collecting a query parameter (cid) to store in a prop, which syntax is correct?

A. s.prop3 -s.Util,getQueryParam('cid');
B. s.prop3--s.Util,GetQueryParam('cid');

C. s.prop3 --s.Util,getQuery,Parameter('cid');
D. s.prop3 -s.ntil,getquery,Parameter('cid');

Answer: A

NEW QUESTION 14
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 17
What is the first step needed in order to configure a mobile application that will implement tracking using Adobe Experience Platform Launch?

A. Check the "enable mobile tracking" option in the property configuration in Launch.
B. Add the Mobile Application extension to the property in Launch.
C. Configure the SDK withEnvironment ID from Launch.
D. Add the Launch embed code into the application.

Answer: A

NEW QUESTION 19
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 22
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 26
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 30
During the implementation process, the client notices that the purchase event is correctly with the beacon but order are not showing up in the Adobe Analytics interface.
Which Adobe Analytics tool should be used to find out whether a purchase event has been captured but ignored because the pucahseID was not unique?

A. Report Builder
B. Workspace
C. Data Feeds
D. Data Warehouse

Answer: B

NEW QUESTION 34
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 36
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 40
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 43
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. VisitorSyncIdentifiers()
C. visitorAppendTourL()
D. visitorgetIDs

Answer: B

NEW QUESTION 44
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 48
Duplicate page views commonly occur on the first page of a single-page application due to the default page view beacon being fired across the entiresite in additional to direct call rules used by the application.
Knowing the landing page URL for the application, what is the recommended why in Adobe Experience Platform Launch to suppress this default page view beacon, so that the direct call rule beacon is the only one that fires upon landing on that fires landing on the application?

A. Create a rule that fires on the bottom of every page; clear all the variable from the beacon so that it will not fire.
B. Add custom code to your default page load rulethat sets
C. defaultBeacon to false
D. Configure the property in Launch to support single-page applications, and it will happen automatically.
E. Create a snippet code in ''Customize Page Code'' in the Analytics extension that executes return false if theURL current page matches that of the landing page

URL for the application.

Answer: B

NEW QUESTION 50
An Adobe Analytics variable is populated in the beacon with a value of c3=Green but the resulting report shows a value of #008000.
Which two options should be investigated to find the source of the change? (Choose two.)

A. Visitor Profiles
B. VISTA Rules
C. Mobile SDK
D. PHP Server Side Analytics
E. Processing Rules

Answer: AD

NEW QUESTION 54
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 58
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