AD0-E201 Dumps

Adobe Analytics Developer

https://www.certleader.com/AD0-E201-dumps.html

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
Which event types are available for custom success events in Adobe Analytics?

A. Counter, currency, and numeric
B. Counter string, and numeric
C. Counter,currency, and incrementor
D. Counter, string, and integer

Answer: A

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
Which variable us used to activate or deactivate doPlugin() to run customized routines to gather or tier data centrally?

A. s.activePlugins
B. s,doPlugins
C. s,usePlugins
D. s,trackPlugins

Answer: C

NEW QUESTION 6
A client would like to implement tracking on their product from to access perform of their financial products. They have 20 products flows, and they want to understand how many times a flow has been started andcompleted for each product.
What should the Analytics developer recommend to meet these requirement in the most efficient manner?

A. Use one eVar to define the flow name, one custom events for the start, and custom event for the end.
B. Use one distinct custom event for each product, and for flow start and each flow completion.
C. Use one unique pageName for each step of each product.
D. Use a custom property to track the step and a processing rule to populate the product.

Answer: A

NEW QUESTION 7
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 8
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 9
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 10
What is true the s,products variable that does not apply to other conversion variables in Adobe Analytics?

A. It still needs to have an Expiration value set (i,e; Visit, Day, Week, etc.)
B. It can contain characters such as '', © and ®
C. It allow for list enablement, where each list entry is limited to 100 bytes.
D. It does not persist beyound a single hit.

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 classificationreports

Answer: B

NEW QUESTION 11
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 15
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 20
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 23
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 28
What effect does this have?

```
Upon loading a page, s.pageType is set to errorPage.
```

A. The URL of the page will be added to the Pages Not report.
B. The value errorPage'' will be added to the Page Types report.
C. The page view will not be recorded in Adobe Analytics.
D. The page view will be placed into a special ''Error page' segmentin the reports.

Answer: A

NEW QUESTION 33
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
After using the migration button in Adobe Dynamic Tag Management (DTM) to Adobe Experience Platform Launch., the analytics developer notices that some of the data elements were not copied over.
What would cause this issue?

A. The data elements were custom coded and could not be migrated over.
B. The number of data elements exceeded the limit of the migration tool.
C. The data elements were not fully configured in DTM, so there was no need to migrate them over.
D. Thedata element resources was named something else in Launch, so it could not be migrated over

Answer: C

NEW QUESTION 38
A particular campaign ID, 'email123 is present in the Tracking Code report. Howver when viewing the Campaigns report, no data relating to this tracking code can be found.
What is the cause of the missing data/

A. valid tracking codes should be 10 characters in length.
B. A name for the campaign was not sent along with the tracking code on the beacon.
C. The campaign to which this tracking code belongs has expired.
D. The classifications table for the Tracking Code needs to be updated.

Answer: B

NEW QUESTION 40
An implementation requires custom code in Adobe Experience Platform Launch that sets an eVar. The code looks like this:

```
s.eVar1="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 41
In order to improve performance the client has a requirement that every JavaScript library loaded on their website does so asynchronously, You add the Adobe ExperiencePlatform Launch library to the site asynchronously.
Which two considerations must you keep in mind when setting up the rules in Adobe Experience Platform Launch for this client? (Choose two.)

A. Page Load Event Types sent in the Event Configuration of a Rule will not trigger in the default order.
B. Only the DOM Ready Page Load Event Type and can be reliably used when setting up Rule.
C. A rule using the Library Loaded event type might execute before your data layer is fully loaded.
D. Only the Windows Loaded Page Load Event Type can be reliably used when setting up a Rule.
E. The Page Bottom event type doesn't provide value when the library is loaded asynchronously

Answer: AC

NEW QUESTION 42
A company uses Adobe Analytics for itsmobile app, which is available for downloading in the App Store. Which type of metrics should be used to display how much time elapses between installation and an initial
in-app purchase?

A. Revenue
B. Time to Complete
C. Lifetime value
D. App Events

Answer: B

NEW QUESTION 44

What are two characteristics of the s.compaign variable? (Choose two.)

A. It is usually set using a query string parameter.
B. It always expires after a visit.
C. It is treated thesame as an eVar when Adobe Analytics is processing data.
D. Its Vales must always be classified using SAINT the are visible.
E. It should only be used for tracking internal campaigns.

Answer: AD

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. VisitorSyncIdentifiers()
C. visitorAppendTourL()
D. visitorgetIDs

Answer: B

NEW QUESTION 50
A hit comes in with the currency ofBritish Pounds (GBP) and revenue of 19.95. The base currency for the report suite is United States dollars (USD).
What value is stored in Adobe Analytics?

A. 19.95 in GBP
B. 19.95 in USD
C. 19.95 converted to BGP
D. 19.95 converted to USD

Answer: D

NEW QUESTION 55
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 60
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 61
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 66
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":"673123787567723456", "authState":Visitor.AuthState.NOT_LOGGED });
```

B)

```
visitor.setCustomerIDs({ "loyaltyID":{ "id":"673123787567723456", "authState":Visitor.AuthState.AUTHENTICATE } });
```

C)

```
visitor.setCustomerIDs({ "loyaltyId":"673123787567723456", "authState":Visitor.AuthState.UNKNOWN });
```

D)

```
visitor.setLoyaltyIDs({ "id":"673123787567723456", "authState":Visitor.AuthState.AUTHENTICATE });
```

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

Answer: A

NEW QUESTION 68
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 offliceLimitis not increased.
C. Forceoffline property is enabled.
D. Additional property offlinetrackingSuite is empty.

Answer: B

NEW QUESTION 71
......

Thank You for Trying Our Product

* 100% Pass or Money Back

   All our products come with a 90-day Money Back Guarantee.

* One year free update

   You can enjoy free update one year. 24x7 online support.

* Trusted by Millions

   We currently serve more than 30,000,000 customers.

* Shop Securely

   All transactions are protected by VeriSign!

100% Pass Your AD0-E201 Exam with Our Prep Materials Via below:

https://www.certleader.com/AD0-E201-dumps.html