Adobe

Exam Questions AD0-E201

Adobe Analytics Developer

NEW QUESTION 1
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 2
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 3
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 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 arule to populated the s,compaign variable on a specific landing page.
When validating the value of the s,compaign variable on the specific landing page, it shown the doPlugins() value for the campaign variable.
What would cause this issue?

A. The doPlugin() function value will take precedence over the s,compaign 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 rules condition was not me
E. so the doPlugins() function persisted.

Answer: A

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
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 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
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
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 12
Assuming that all data will be collected from an on-page data layer, when should a data layer property be updated and called by its data element so that the value is accurate for the link click?

A. . After the s,t() call before the s,t1() call
B. After both the s,yt() and s,t1() calls
C. Before any server calls aremade
D. On DOM ready before window,onload()

Answer: B

NEW QUESTION 14
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 16
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 17
An analytics developer is seeing this console error: "$ is not defined
What is thelikely cause of this error?

A. jQuery is not being loaded before Adobe Launch.
B. A variable named $ is not being set in Adobe Launch.
C. The JQuery version needs to be updated.
D. Adobe Launch does not allow $ to be called.

Answer: C

NEW QUESTION 20
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 24
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 27
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 31
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 34
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 37
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 38
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 41
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 44
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 48
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({ "ic":"673123787956723456", "authState":Visitor.AuthState.NOT_LOGGED });
```

B)

```
visitor.setCustomerIDs({ "loyaltyID":{ "id":"673123787956723456", "authState":Visitor.AuthState.AUTHENTICATE } });
```

C)

```
visitor.setCustomerIDs({ "loyaltyId":"673123787956723456", "authState":Visitor.AuthState.UNKNOWN });
```

D)

```
visitor.setLoyaltyIDs({ "ic":"673123787956723456", "authState":Visitor.AuthState.AUTHENTICATE });
```

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

Answer: A

NEW QUESTION 50
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 55
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