Exam Questions AD0-E202

Adobe Analytics Business Practitioner

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NEW QUESTION 1
A web analyst has created an elaborate, multi-tabbed report in Adobe report Builder. The report is scheduled to be sent to the executive team every morning at 6AM.
Upon receipt of the first report, an executive team member said the report appears incomplete. It was determined only the first tab of the large report was sent.
What cloud have cause this issue?

A. The recipient's email address was incorrectly entered.
B. There is a limit to the number of tabs a report can contain.
C. The publish First Tab Only checkbox is the scheduling wizard was checked.
D. The selected delivery file format was .csv or .txt.

Answer: C

NEW QUESTION 2
An analyst has business requirements to report on video engagement of visitors who arrive via paid search on a mobile device compared with visitors who arrive via paid search on tabled.
What should the analyst create to meet this business requirement?

A. A data warehouse report with the following metric/dimensions: video completion rat
B. Mobile rate.Mobile tablet, paid search unique visitors
C. A single segment (visits from paid search, mobile and tablet) and apply to the video report to show thecomparison
D. A data segment (visits from paid search, mobile and tablet) and apply to the video report to show the comparison
E. Two segment (Visit from paid search and mobile and visits from paid Search and tablet) and apply to the video report to show the comparison

Answer: A

NEW QUESTION 3
An analyst wants to use all of the following variables to configure a single fallout report:
* Landing page prop
* Marketing channel eVar
* Product view event
* Product category eVar
Which tool should the analyst use?

A. Workspace
B. Reports and analyst
C. Data Warehouse
D. Segment builder

Answer: B

NEW QUESTION 4
A company has been using Adobe Analyst for many years. Throughout this period, data needs have changed and some variables no longer make sense with historical records.
What is one possible solution for re-purposing a variable?

A. Create a new report Suite with new definition so that the previous data is overwritten.
B. Create a Data, and overwrite the old eVar data into data with new data.
C. Use a SAINT Classification to sort the old data into a new default.
D. Us the reset Conversion variables option to delete the previous data.
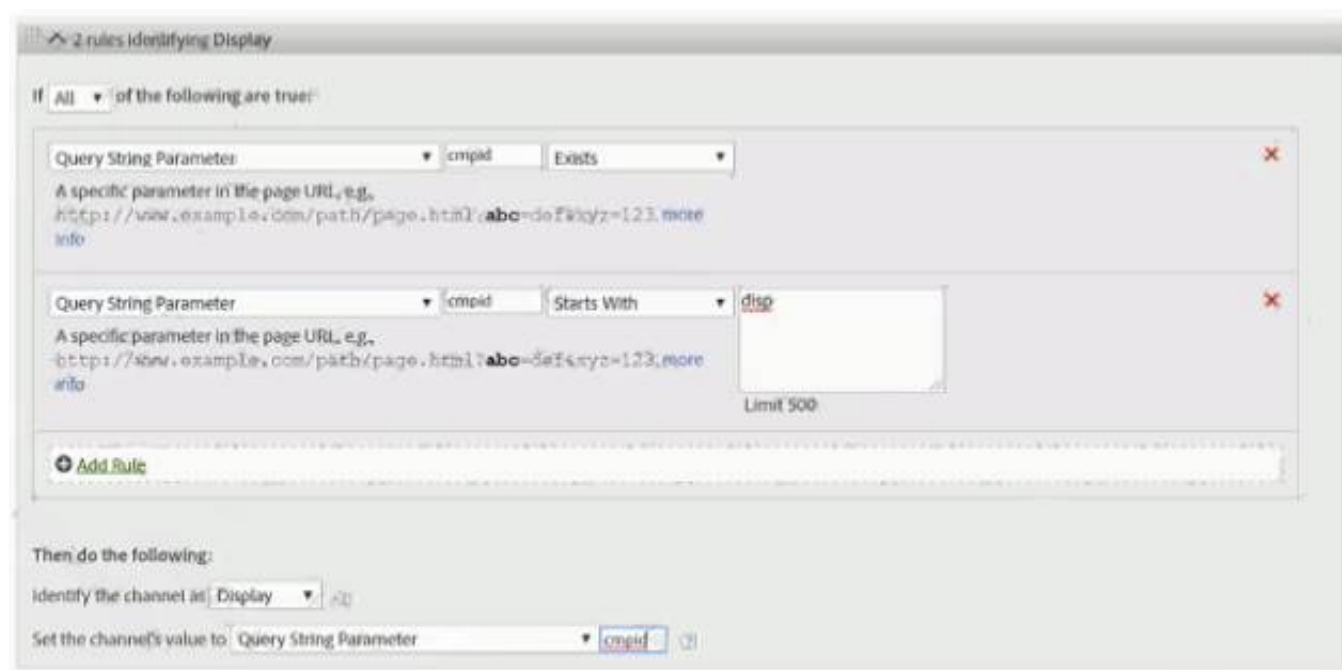
Answer: B

NEW QUESTION 5
A media agency is running a Display campaign, but none of the data is credited to the Display marketing channel in Adobe Analytics'.
Here are some example tracking codes provided by the media agency.

?cid=displifestylesummer2019088653 ?cid=dispsummer2019branding647821 ?cid=disp671244hero_summer2019

The marketing channel processing Rule for the Display channel is configured as follows:

What is causing the loss of data in Adobe Analytics?

A. The Marketing channel processing rule is using a different query string parameter.
B. The Marketing Channel processing rule is not set up to collect for the summet2019 campaign.
C. The variables in the tracking code are not following a consistent taxonomy.
D. The display ad placements are not configured correctly.

Answer: B

NEW QUESTION 6
An analyst has been given a list of dimension available to conduct an analysis on their hospital's site . The Solution Design Reference (SDR) contains:
Event -Start Appointment Booking - Set on: Appointment Booking Start event2 - Booking Complete Set on Booking Complete eVar Doctor - Type Set on event evar2 - number of available Appointments - Set on event prop Appointment patting
Given the SDR which report can be generated?

A. Booking Completion Rate
B. Time to Book an Appointment
C. Length of appointments
D. Missed appointments

Answer: B

NEW QUESTION 7
A company just hired a new analyst. The new resource does not have any previous experience with Adobe Analytics but does with a different free Analytics tool, which is also install on the website for remarketing proposes. When analyzing Bounce Rate in both of the tool, the sees a significant different between them.
What is a possible reason for this different considering the implementation do not have any issues?

A. In Adobe Analyst Bounce rate is calculated using the formula ''Session divided by Enterie
B. In some other Analytics tools, Bounce rate is calculated using the formula Single session divided by session.
C. They way Adobe analytics visitors is different from the rest of the market based on IP addresses.
D. In Adobe Analytics calculate Visitors is different from the rest of the market based on IP addresses.
E. In Adobe Analytics, Bounce rate is calculated using the formula ''Bounces divided by Entries ''. In some other Analytic tool
F. Bounce rate is calculated using the formula ''Single-page session divided by sessions.''
G. Metrics can never be compared between two different tools

Answer: C

NEW QUESTION 8
Traffic from a social media campaign on facebook.com was tracked in Adobe Analytics with the use of the tracking code paramter.
Some settings of the used report suite are presented below.

Based solely on he provided information, which two situations may be possible when breaking down this campaign traffic by marketing Channels? (choose two.)

A. All the visits are from Organic Search.
B. All visits are from Direct Traffic.
C. Some of the visits are from Display and others are from Direct traffic.
D. Some visits are from Social Media, other are from Display, and the rest are from Natural search.
E. Some of the visits are from Social Media and other are from Direct traffic.
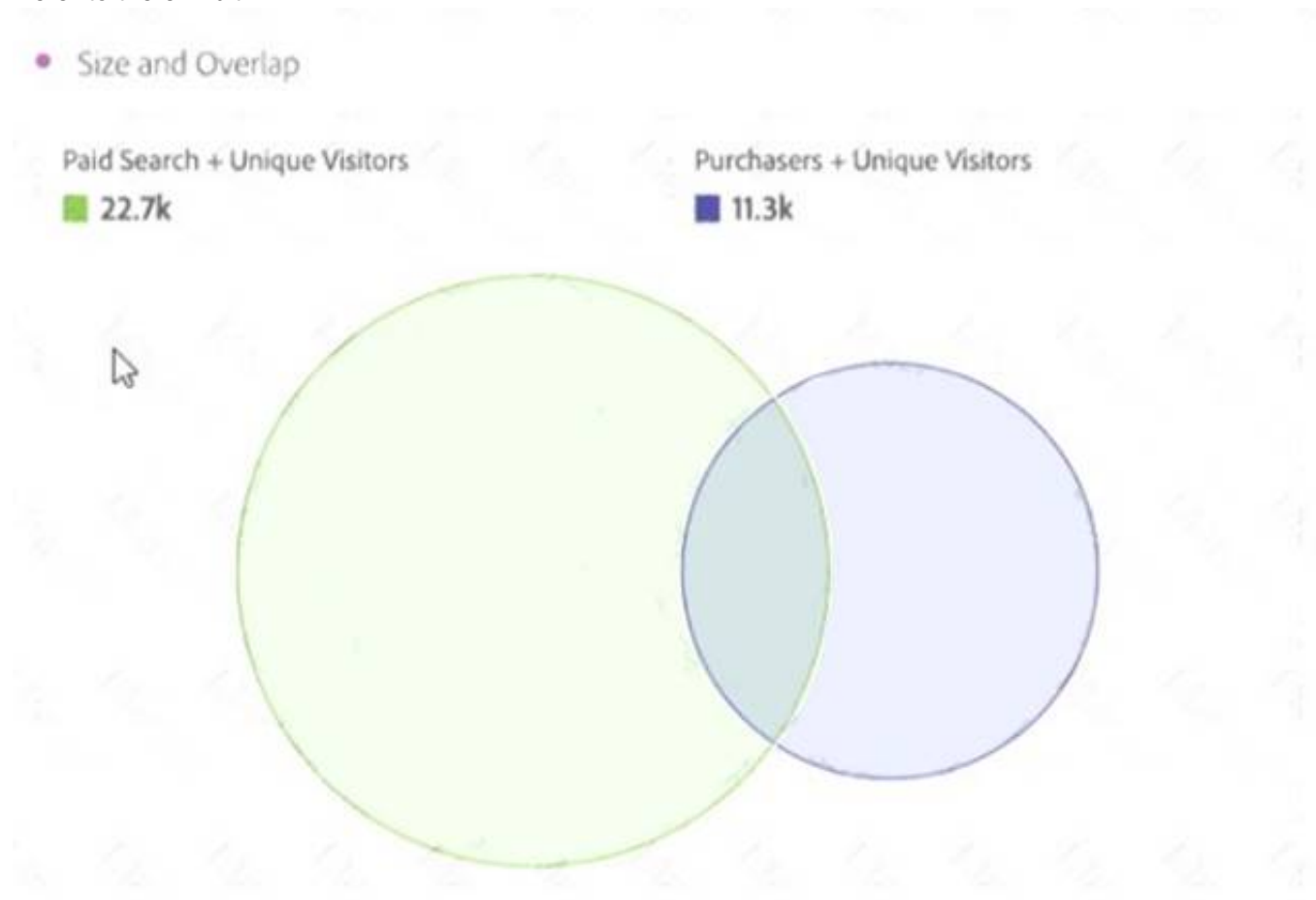
Answer: AC

NEW QUESTION 9
When configuring Marketing Channel processing Rules, which variable provides the web page location (full URL) your visitors were at before coming at your site?

A. Referrer
B. Referring parameter
C. Referring Domain and path
D. Referring Rule

Answer: C

NEW QUESTION 10
Refer to the exhibit.

A marketing analyst wants to look into visitors who originated from paid search and made a purchase.
Which two options can be done directly from this Visualization? (Choose two.)

A. Drag the separate and repository the two halve of the Venn Visualization
B. Drag a third segment onto the Venn Visualization to see how it relates to the other two.
C. Click' 'Show data source to create a Freeform table.
D. Right click to create a segment from one side of the Venn Visualization
E. Right Click to create a new fro then overlap region of the Venn Visualization

Answer: AD

NEW QUESTION 10
A stakeholder wants to learn how to create a custom data Range in the Analytics Workspace interface. How should the business practitioner coach their stakeholder through this process?

A. Select a new metric within the left rail.
B. Create a new data range within the left rail.
C. Create new dimension within the left rail.
D. Select a time range using the calendar function embedded in each panel

Answer: C

NEW QUESTION 14
The product team wants to upload product pricing data from an offline database to the transaction ID in Adobe Analytics.
Which data import tool should be used for this task?

A. Data sources
B. Data Connecter
C. Classification Importer
D. Adobe fastETL

Answer: B

NEW QUESTION 19
The investment bank of a co-operative users Adobe analytics to monitor the use of its online banking. They use it to measure Appointment scheduled with account managers, who will then call clients al specified times. The IT team decides to integrate the appointment data captured in Adobe Analytics with the manager's calendar, as close to real-time as possible.
How can this need to met.

A. Create a project in Analytics Workspace with broken data per hour and a line graph per minut
B. So you can check the number of schedules.
C. Use the Adobe Analytics API to have the Hit data in the shortest possible time, and thus cross the agenda of the bank account managers.
D. Use an hourly time export from Adobe Analytics Data Warehouse to integrate data with the account manager's schedule data.
E. Perform the extraction hourly via Data Feed, and cross them through the Data Stamp with the data of the agents of the account manager backing an hour.

Answer: C

NEW QUESTION 22
In the fallout Visualization which type of components can be added as checkpoints?

A. Dimension Values using an OR statement
B. Dimension values using a THEHN statements
C. Dimension values using a Logic Group statement
D. Dimension values using an AND statement

Answer: B

NEW QUESTION 26
How would the analyst create a segment for a new visitor'?

A. Use a segment container of "visitor", where visit number is less than 1
B. Use a segment container of "hit", where visit number is less than 1
C. Use a segment container of "visitor", where visit number = 1
D. Use a segment container of "hit", where visit number = 1

Answer: C

NEW QUESTION 27
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