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**Exam Code: AD0-E207**

**Exam Name: Adobe Analytics Architect Master**



## Exam A

### QUESTION 1

A Business Requirements Document states that a company wants to be able to report on their Facebook and Twitter activity separately in their Marketing Channel reports. Their tracking codes start with the strings 'socialjb' and 'socialtw' to identify their Facebook and Twitter traffic, respectively.

Which rules should be configured to meet the Marketing Channel requirements?

- A. Three Marketing Channel Processing Rules, one that identifies social media traffic, one that identifies Facebook traffic, and one that identifies Twitter traffic
- B. One Marketing Channel Processing Rule set that identifies social media traffic and then splits this into 'Facebook' and Twitter'
- C. Two Marketing Channel Processing Rules, one that identifies social media traffic and one to split the Facebook and Twitter traffic
- D. Two Marketing Channel Processing Rule sets that individually identify the Facebook and Twitter traffic

**Correct Answer: C**

**Section:**

**Explanation:**

Business Requirement: Report on Facebook and Twitter activity separately in Marketing Channel reports.

Configuration Steps:

Identify Social Media Traffic: Create a rule to identify all social media traffic.

Split Facebook and Twitter Traffic: Create rules to distinguish traffic from Facebook and Twitter based on tracking codes.

Explanation:

First Rule for Social Media Traffic: This rule captures all social media traffic under a single category.

Second Rule to Split Traffic: Additional rules to distinguish between Facebook and Twitter based on specific tracking codes ('socialjb' for Facebook and 'socialtw' for Twitter).

Verification: According to Adobe's documentation on Marketing Channel Processing, using multiple rules to identify and then split traffic ensures detailed and accurate reporting (Adobe Analytics Marketing Channel Processing Rules Guide).

### QUESTION 2

An Architect needs to add a new enterprise user via the Adobe Admin console for enterprises. Which steps should the Architect take?

- A. Input the user's Adobe ID, assign a product, and assign the user to a user group
- B. Input the user's email address, assign a product profile, and assign the user to a user group
- C. Input the user's Adobe ID, assign a product, and assign the user to the default user group
- D. Input the user's email address, assign a product profile, and assign a product to the profile

**Correct Answer: B**

**Section:**

**Explanation:**

To add a new enterprise user via the Adobe Admin Console for enterprises, the Architect should follow these steps:

Input the user's email address: This is the primary identifier for the user in the Adobe Admin Console.

Assign a product profile: Product profiles determine the level of access and permissions the user will have within the specific Adobe products.

Assign the user to a user group: User groups help in managing users by grouping them based on their roles or responsibilities, simplifying the process of assigning permissions and product profiles.

This method ensures that the user has the correct access and can utilize the Adobe products as intended.

### QUESTION 3

A company has a business requirement to capture the following information on the order confirmation page of an ecommerce site:

1. Product Name (in eVar2)
2. Product SKU

3. Product Level Coupon Code (in eVar1)

4. Product Level Discount (in event1)

A customer visits the site, searches for a smart phone, and purchases an Amaze Touch Pro for \$700. The customer receives a discount of \$70 by applying coupon code 'SUMMER10'. On the Order Confirmation page, the SKU appears in the data layer as 'atp29

Which s.products syntax should be used?

Which s.products syntax should be used?

- A. ';atp29;1 ;700.00;eVar1 =SUMMER10|eVar2=Amaze Touch Pro;event1 =70.00';
- B. ';Amaze Touch Pro;! ;700.00;event1 =70.00;eVar1 =SUMMER10|eVar2=Amaze Touch Pro';
- C. ';atp29;700.00;event1 =70.00;eVar1 =SUMMER10|eVar2=Amaze Touch Pro';
- D. ';atp29;l ;700.00;event1 =70.00;eVar1 =SUMMER10|eVar2=Amaze Touch Pro';

**Correct Answer: D**

**Section:**

**Explanation:**

To correctly capture the specified data in Adobe Analytics, the s.products syntax needs to be properly formatted to include the product SKU, quantity, price, and custom variables and events. The correct format is:

SKU: atp29

Quantity: 1

Price: 700.00

Event1: 70.00 (discount)

eVar1: SUMMER10 (coupon code)

eVar2: Amaze Touch Pro (product name)

The correct syntax is:

arduino

Copy code

s.products = ';atp29;1 ;700.00;event1 =70.00;eVar1 =SUMMER10|eVar2=Amaze Touch Pro';

This format ensures that all the specified information is correctly captured and recorded in Adobe Analytics.



#### QUESTION 4

What are three uses of Processing Rules? (Choose three.)

- A. Clean up misspelled site sections
- B. Populate campaign with a query string parameter
- C. Copy an eVar into a prop to see pathing
- D. Add classification rules for props and eVars
- E. Read eVar values from the product string

**Correct Answer: A, B, C**

**Section:**

**Explanation:**

Processing Rules in Adobe Analytics are versatile and can be used for various purposes:

Clean up misspelled site sections: Corrects misspelled values in data collection to ensure accurate reporting.

Populate campaign with a query string parameter: Extracts query string parameters and uses them to populate campaign variables.

Copy an eVar into a prop to see pathing: Allows copying values from an eVar to a prop to enable pathing analysis on that variable.

These rules help maintain data quality and flexibility in reporting.

#### QUESTION 5

A product was viewed on two different pages and was added to the cart from one of the pages. Below are the product syntax used for each page.

Page 1:

s.products = ';prod123;1;100;;evar2=merch\_category1';

Page 2:

s.products = ';prod123;1;100;;evar2=merch\_category2';

If the product was checked out and purchased for \$100, how might revenue be attributed to eVar2 if merchandising is enabled? (Choose two.)

- A. \$100 against merch.category1 and \$100 against merch\_category2 for linear allocation
- B. \$100 against merch.category1 for original allocation
- C. \$200 against merch\_category2 for most recent allocation
- D. \$200 against merch.category1 for original allocation
- E. \$100 against merch\_category2 for most recent allocation

**Correct Answer: A, E**

**Section:**

**Explanation:**

When merchandising is enabled in Adobe Analytics, revenue attribution can vary based on the allocation method:

Linear Allocation: Distributes revenue equally across all instances of the product view and add-to-cart events. Thus, \$100 would be attributed to both merch\_category1 and merch\_category2.

Most Recent Allocation: Attributes the revenue to the most recent instance of the variable. Thus, \$100 would be attributed to merch\_category2.

This approach ensures that revenue attribution accurately reflects user interactions with products.

#### QUESTION 6

An Architect advises a site developer to embed the Adobe Launch script in the <head> and to place the data layer before the closing </body> tag of a web page.

During testing, an Adobe Analytics page view call fires successfully. Several Adobe variables are not defined in the call. The embedded Launch script and the data layer are implemented correctly per the Architect's specifications.

What should the Architect do to resolve the issue?

- A. Move the data layer to before the Adobe Launch script in the <head>.
- B. Move the data layer just before the </body> tag.
- C. Move the data layer to after the Adobe Launch script in the <head>.
- D. Move the data layer just before the <body> tag

**Correct Answer: A**

**Section:**

**Explanation:**

To ensure that Adobe Launch and its variables are correctly defined and available when the page view call is fired, the data layer should be placed before the Adobe Launch script in the <head> section of the webpage. This ensures that all data layer variables are available to the Launch script during its execution.

#### QUESTION 7

While auditing the Adobe Analytics implementation, an Architect finds that the hourly unique visitor report is 3 hours behind.

What is causing this issue?

- A. Increased unique variable values
- B. Increased number of users running reports
- C. New variables enabled for report suite
- D. An unexpected traffic spike

**Correct Answer: D**

**Section:**

**Explanation:**

Overview of the Issue: The hourly unique visitor report being 3 hours behind indicates a delay in data processing within Adobe Analytics.

Potential Causes: The delay could be due to several factors such as increased data volume, server performance issues, or unexpected traffic spikes.

Increased unique variable values: This could slow down processing, but it typically affects data collection rather than causing such a significant delay.

Increased number of users running reports: This might slow down the user interface and report generation, but not data processing itself.

New variables enabled for report suite: This usually affects the data collection stage and can cause delays but would not typically result in a consistent 3-hour lag.

An unexpected traffic spike: A sudden increase in traffic can overload data processing servers, causing delays in reporting as the system tries to catch up with the increased data volume.

Verification: According to Adobe's documentation, data processing delays are often caused by unexpected traffic spikes that increase the volume of data beyond typical processing capacity (Adobe Analytics Documentation).

**QUESTION 8**

While auditing an Adobe Analytics implementation, an Architect discovers that reports built using the Marketing Channel dimension show a large proportion of 'None' visits.

Which two steps should be taken to diagnose the problem? (Choose two.)

- A. Break down 'None1' Marketing Channel by Tracking Code
- B. Review Marketing Channel Processing Rules
- C. Review Marketing Channel Data Feeds
- D. Check that Internal URL Filters are configured correctly
- E. Review Marketing Channel Data Connector settings

**Correct Answer: B, D**

**Section:****Explanation:**

Overview of the Issue: The 'None' value in Marketing Channel reports indicates visits that are not attributed to any of the defined marketing channels.

Potential Diagnostic Steps:

Break down 'None' Marketing Channel by Tracking Code: This can provide insights but does not directly address the underlying configuration issues.

Review Marketing Channel Processing Rules: Ensures that the rules are correctly defined and applied. Incorrect or missing rules can result in visits being categorized as 'None'.

Review Marketing Channel Data Feeds: Useful for data validation but not for configuration troubleshooting.

Check that Internal URL Filters are configured correctly: Ensures that internal traffic is filtered out and does not interfere with marketing channel attribution.

Review Marketing Channel Data Connector settings: Relevant for integrations but not for basic processing rule configurations.

Explanation:

Review Marketing Channel Processing Rules: Essential to verify that all necessary rules are correctly set up to attribute visits to the correct channels.

Check that Internal URL Filters are configured correctly: Ensures that visits from internal sources do not affect marketing channel data, preventing incorrect attribution to 'None'.

Verification: According to Adobe Analytics Implementation documentation, reviewing processing rules and internal URL filters is crucial for accurate channel attribution (Adobe Analytics Implementation Guide).

**QUESTION 9**

A company has a secure website that requires visitors to log in prior to accessing any content beyond the homepage. A visitor can log out manually, or their website will automatically log them out at the end of their browser session. The visitor must log back in to continue browsing.

The company has a business requirement to track the login status of their visitors.

Which three login statuses should the Architect recommend capturing? (Choose three.)

- A. 'Unregistered / Logged Out'
- B. 'Anonymous1'
- C. 'Registered / Logged Out'
- D. 'Registered / Logged In'
- E. 'Incomplete Registration'
- F. 'Unregistered / Logged In'

**Correct Answer: A, D, E**

**Section:****Explanation:**

Business Requirement: Track the login status of visitors on a secure website.

Potential Login Statuses:

'Unregistered / Logged Out': Tracks users who have not registered or have logged out.

'Anonymous': Generally used for visitors who browse without logging in, but does not apply in a secure login-required context.

'Registered / Logged Out': Important for tracking users who have accounts but are currently logged out.

'Registered / Logged In': Essential for tracking active, logged-in users.

'Incomplete Registration': Useful for identifying users who started but did not complete the registration process.

'Unregistered / Logged In': Typically not applicable as unregistered users cannot be logged in.

Explanation:

'Unregistered / Logged Out': Helps in understanding the behavior of users who visit but have not completed registration or logged out.

'Registered / Logged In': Critical for identifying and analyzing the behavior of active users.

'Incomplete Registration': Helps in identifying and addressing barriers in the registration process.

Verification: According to Adobe Analytics best practices, capturing various login statuses helps in comprehensive user behavior analysis (Adobe Analytics User Guide).

**QUESTION 10**

A company wants to market to more visitors via email, SMS, and print mail. They obtain contact details from visitors through their website account registration form. Their immediate business goal is to increase website account registrations.

The Architect adds the following dimensions and metrics to the Measurement Plan:

eVar for Visitor Login Status

eVar for Form Name

Event for Form Starts

Event for Forms Submitted With Errors

Event for Forms Submitted Successfully

Which two calculated metrics should the Architect add to the Measurement Plan? (Choose two.)

- A. Registration Form Completion Rate
- B. Return Visitation Rate
- C. Registered Visitor Transaction Rate
- D. Registered Visitor Form Start Rate
- E. Unregistered Visitor Registration Form Start Rate

**Correct Answer: A, E**

**Section:****Explanation:**

Business Goal: Increase website account registrations by tracking relevant metrics.

Key Dimensions and Metrics: Visitor Login Status, Form Name, Form Starts, Forms Submitted With Errors, Forms Submitted Successfully.

Calculated Metrics:

Registration Form Completion Rate: Measures the percentage of forms started that are successfully completed, providing insights into form usability and effectiveness.

Return Visitation Rate: Tracks how often visitors return but is not directly related to registration form completion.

Registered Visitor Transaction Rate: Useful for post-registration analysis but not directly for increasing registrations.

Registered Visitor Form Start Rate: Redundant as registered visitors are less relevant for new registrations.

Unregistered Visitor Registration Form Start Rate: Tracks the engagement of unregistered visitors with the registration form, crucial for understanding initial interest.

Explanation:

Registration Form Completion Rate: Essential for evaluating the effectiveness of the registration form.

Unregistered Visitor Registration Form Start Rate: Provides insights into how many new visitors are interested in registering, a direct indicator of potential registration increase.

Verification: According to Adobe's Measurement Planning documentation, these calculated metrics are vital for tracking and improving form conversion rates (Adobe Measurement Planning Guide).



### QUESTION 11

During a website audit, an Architect finds that the checkout pages on the site have been redesigned to include a tag management system that deploys Adobe Analytics. The rest of the site has Adobe Analytics hard-coded onto the site. Both implementations use the same AppMeasurement version and are on the same domain. How will this approach affect the reporting?

- A. eVars will not persist as a user moves to the checkout section.
- B. As visitors move to checkout, they will be tracked as a different visitor.
- C. Checkout will be considered a landing page.
- D. There will be inconsistencies in the data due to challenging upkeep.

**Correct Answer: D**

**Section:**

**Explanation:**

When different parts of a website use different methods to implement Adobe Analytics (hard-coded vs. tag management system), it can lead to inconsistencies in data reporting. This is because the two methods might not be perfectly synchronized in terms of how they handle data collection, processing rules, or variables. Despite using the same AppMeasurement version and operating on the same domain, differences in the deployment method can cause issues such as discrepancies in variable persistence, tracking cookies, or firing sequence of the analytics calls. These inconsistencies can make it difficult to maintain and accurately report on the collected data.

### QUESTION 12

A new business requirement is submitted to start capturing the shipping cost of each order. After updating the product string on the confirmation page to collect the shipping cost in event1 00, no results show up for this event in Adobe Analytics.

```
s.products = ';car stereo;1;820;event100:123=23
```

Which code change should be made?

- A. `s.products = ';;car stereo;1 ;820;eventl 00=23'`
- B. `s.products = ';car stereo;1 ;820;;event100=23'`
- C. `s.products = ';car stereo;! ;820:event100=23'`
- D. `s.products = ';car stereo;!;820;eventl00=23'`



**Correct Answer: B**

**Section:**

**Explanation:**

The issue in the original code lies in the incorrect placement of the event syntax. In Adobe Analytics, when defining events in the product string, the correct format must be followed to ensure the event is captured properly. Specifically, there needs to be a double semicolon (;;) before the event definition.

The corrected code `s.products = ';car stereo;1 ;820;;event100=23'` ensures that the event is recognized correctly by Adobe Analytics.

### QUESTION 13

While preparing for a new analytics implementation for a site, you begin conducting stakeholder interviews. Part of the conversation includes defining KPIs, including custom success events.

Which are two examples of custom success events on a site? (Choose two.)

- A. cart adds
- B. internal searches
- C. checkouts
- D. form completions
- E. purchases

**Correct Answer: A, D**

**Section:**

**Explanation:**



Custom success events in Adobe Analytics are specific to the business goals and can vary widely depending on the site's purpose. Examples of such events typically include actions that are significant indicators of user engagement or progress through a conversion funnel:

Cart Adds: Tracking how often users add items to their cart.

Form Completions: Monitoring the number of users who complete and submit forms on the site.

These are distinct from more generic metrics like purchases or checkouts which are often predefined standard events in many analytics implementations.

#### QUESTION 14

Which two are standard metrics? (Choose two.)

- A. Checkouts
- B. event! 0
- C. purchase
- D. Sign-ups
- E. Orders

**Correct Answer: C, E**

**Section:**

**Explanation:**

Standard metrics in Adobe Analytics are those that come pre-configured within the platform and are commonly used across various types of implementations. These include:

Purchase: Tracks the completion of a purchase transaction.

Orders: Records the number of orders placed.

These metrics are essential for eCommerce tracking and are part of the standard set of metrics available in Adobe Analytics.

#### QUESTION 15

A retail company is tracking the following:

\* An event for clicks on navigation

\* An eVar for navigation items clicked on

\* A conversion syntax merchandising eVar tracking navigation as a product finding method (PFM)

The company is in the beginning stages of a site redesign and wants to optimize their navigation system.

Before they can optimize, the company needs to benchmark how effectively their current navigation system brings visitors deeper into the site to find products.

Which metric should the Architect use?

- A. (Units) -r (orders where Navigation is the PFM)
- B. Navigation click-through rate (Navigation clicks \* page views)
- C. Navigation usage rate per visit (Navigation clicks \* visits)
- D. (Product Views with Navigation as the PFM) \* (Navigation clicks)

**Correct Answer: C**

**Section:**

**Explanation:**

To benchmark the effectiveness of the current navigation system, the Architect should look at the navigation usage rate per visit. This metric, calculated by multiplying the number of navigation clicks by the number of visits, provides insight into how often visitors are engaging with the navigation system on a per-visit basis. It helps to understand the relative frequency of navigation usage, which is crucial for optimizing the system and ensuring that it effectively helps users to explore the site and find products.

#### QUESTION 16

For internal search terms, a company wants to give credit to the original keyword used to find a product. On the first visit, a customer searches for 'Mobile' and views the Nebulous Pro.

During the second visit, the customer refines this search to '5G Mobile' and views the Nebulous Pro again. The customer then purchases the Nebulous Pro for \$200 on the third visit. The company wants 'Mobile' to receive credit.





Which configurations should the Architect apply?

- A. Configure an eVar as Merchandising with Original Value (First) allocation and set the expiration to 3rd Visit.
- B. Configure an event to capture the revenue and enable the participation and set the expiration of the visit to 90 days.
- C. Configure an event as Merchandising event to capture the revenue and set the expiration of the visit to 30 days.
- D. Configure an eVar as a Merchandising Variable with Original Value (First) allocation and set the expiration to the purchase event.

**Correct Answer: D**

**Section:**

**Explanation:**

Business Requirement: The company wants to ensure that the original search term ('Mobile') receives credit for the purchase, despite subsequent searches.

Understanding Merchandising eVars: Merchandising eVars are used to attribute success events (like purchases) to specific values captured earlier (like search terms).

Allocation and Expiration Settings:

Original Value (First) Allocation: This setting ensures that the first value captured (in this case, 'Mobile') remains attributed to the visitor, regardless of subsequent values.

Expiration Setting: Setting the expiration to the purchase event ensures that the value ('Mobile') remains active until the visitor makes a purchase.

Explanation:

Configure an eVar as Merchandising Variable: This allows tracking specific values like search terms in relation to product views and purchases.

Original Value (First) Allocation: Ensures that the initial search term ('Mobile') gets credit.

Expiration to Purchase Event: Keeps the eVar value until the purchase is made, ensuring accurate attribution.

Verification: According to Adobe Analytics documentation on Merchandising eVars, using Original Value allocation with appropriate expiration settings ensures correct attribution of original search terms to final purchases (Adobe Analytics Implementation Guide).

#### QUESTION 17

A company wants the Architect to design tracking for a new blog post sharing feature that the company will add to their existing blog pages. This feature allows the visitor to share blog posts to their own social accounts.

The company wants the ability to report on:

- \* The total number of times each blog post was shared from the site
- \* The total number of shares to each social network
- \* The social networks to which each blog post was shared

Which three variables should the Architect use? (Choose three.)

- A. eVar for 'Blog Campaign'
- B. s.referrer
- C. s.campaign = 'Organic Social Network'
- D. eVar for 'Blog Post Title'
- E. eVar for 'Blog Share Social Network'
- F. Event for 'Blog Shares'

**Correct Answer: D, E, F**

**Section:**

**Explanation:**

Business Requirement: The company wants to track shares of blog posts to social networks and report on the total number of shares and the specific networks used.

Variables and Metrics Needed:

eVar for 'Blog Post Title': Captures the title of the blog post being shared.

eVar for 'Blog Share Social Network': Captures the social network to which the post is shared.

Event for 'Blog Shares': Captures the number of times a post is shared.

Explanation:

eVar for 'Blog Post Title': This variable allows reporting on the specific blog posts being shared.

eVar for 'Blog Share Social Network': This variable tracks which social networks the posts are shared to, enabling detailed reporting.

Event for 'Blog Shares': This metric captures the total number of shares, providing a quantifiable measure of sharing activity.

Verification: According to Adobe Analytics best practices for tracking social sharing, using specific eVars for post titles and social networks along with an event for total shares ensures comprehensive reporting (Adobe Analytics Implementation Guide).

#### QUESTION 18

An automobile manufacturer recently integrated Adobe Audience Manager (AAM) with Adobe Analytics.

The business wants to bring in multiple AAM segments inside analytics to associate other metrics with the AAM segments. Also, AAM needs analytics data to create first party traits.

Which configuration should be used to enable a two-way integration?

- A. A list prop variable and server-side forwarding enablement
- B. The products variable and client-side forwarding enablement
- C. A list variable and client-side forwarding enablement
- D. A list variable and server-side forwarding enablement

**Correct Answer: D**

**Section:**

**Explanation:**

Business Requirement: Enable a two-way integration between Adobe Audience Manager (AAM) and Adobe Analytics.

Configuration Needs:

List Variable: Used to bring in multiple AAM segments into Adobe Analytics.

Server-Side Forwarding: Ensures that data flows between Adobe Analytics and AAM seamlessly.

Explanation:

List Variable: Suitable for handling multiple segments and their associations with other metrics within Adobe Analytics.

Server-Side Forwarding: This method ensures real-time data exchange between the platforms, enabling both to use each other's data for enhanced segmentation and reporting.

Verification: According to Adobe's documentation on integrating Audience Manager and Analytics, using list variables with server-side forwarding is the recommended approach for robust two-way integration (Adobe Audience Manager and Analytics Integration Guide).

#### QUESTION 19

A company has an email marketing tool that is used for both SMS and email.

The tool generates the following campaign URLs:

SMS link: [www.website.com?cid=em:campaign\\_name-txt](http://www.website.com?cid=em:campaign_name-txt) Email link: [www.website.com?cid=em:campaign\\_name](http://www.website.com?cid=em:campaign_name)

How should the Architect configure Marketing Channel Processing Rules to identify the SMS channel?

- A. Query string parameter 'cid' ends with '-txt' and make sure it is below the email channel in the processing order
- B. Query string parameter 'cid' starts with 'em:' and make sure it is above the email channel in the processing order
- C. Query string parameter 'cid' ends with '-txt' and make sure it is above the email channel in the processing order
- D. Query string parameter 'cid' starts with 'em:' and make sure it is below the email channel in the processing order

**Correct Answer: C**

**Section:**

**Explanation:**

Business Requirement: Distinguish between SMS and email campaigns using the 'cid' query string parameter.

Configuration Steps:

Identify SMS Links: Using the query string parameter 'cid' ending with '-txt'.

Processing Order: Ensuring the SMS channel is processed before the email channel.

Explanation:

Query String Parameter 'cid' Ends with '-txt': This setting ensures that any link containing 'cid' ending with '-txt' is identified as an SMS link.

Processing Order: Placing the SMS channel rule above the email channel ensures that SMS links are correctly categorized before the system checks for email links.

Verification: According to Adobe's Marketing Channel Processing Rules documentation, properly configuring query string parameters and processing order is crucial for accurate channel attribution (Adobe Analytics Marketing

Channel Processing Rules Guide).

#### QUESTION 20

A company 'XYZ Corp' has multiple departments and would like to restrict access to data to different business groups based on their own department. What would be the correct ways of restricting the data? (Choose two.)

- A. Create segments for each department and share the appropriate segment with the analyst.
- B. Create a global report suite with an eVar set to the department then create virtual suites based on that eVar.
- C. Create individual report suites with an eVar set to the site name then create a rollup of the suites.
- D. Create individual reports suites for each department and assign each analyst the access rights.

**Correct Answer: B, D**

**Section:**

**Explanation:**

To restrict data access to different business groups based on their department, the following methods can be used:

Create a global report suite with an eVar set to the department then create virtual suites based on that eVar: This method allows for a single comprehensive dataset that can be segmented into virtual report suites for each department, making data management and reporting easier.

Create individual report suites for each department and assign each analyst the access rights: This approach provides complete data isolation for each department, ensuring that analysts only have access to their respective department's data.

Both methods ensure that data access is properly restricted and managed according to departmental boundaries.

#### QUESTION 21

A media company has a business requirement to capture a value of the news sections (politics, sports, food) that an art belongs to that visitors engage with. The company wants to understand and analyze the contribution the news sections give to any type of conversion.

The company also wants to assign attribution to all of the news sections engaged with when a conversion takes place during the active session to analyze what news sections play a role in the conversion activity.

Which solution should the architect use?

- A. \* Assign a custom prop to capture the news section value \* Enable list support \* Enable pathing
- B. \* Assign a custom eVar to capture the news section value \* Enable last touch (most recent) attribution to the eVar \* Expire the eVar after 30 days
- C. \* Assign a custom prop to capture the news section value \* Enable display of participation metrics \* Enable pathing
- D. \* Assign a custom eVar to capture the news section value \* Enable linear attribution to the eVar \* Expire the eVar after the visit

**Correct Answer: D**

**Section:**

**Explanation:**

To capture and analyze the contribution of news sections to conversions, the following steps should be taken:

Assign a custom eVar to capture the news section value: This allows for tracking which news sections users engage with.

Enable linear attribution to the eVar: Linear attribution ensures that all news sections engaged with during a session are credited proportionally for any conversions, providing a more balanced view of their contribution.

Expire the eVar after the visit: This ensures that the attribution is relevant to the current session and does not carry over to future sessions, maintaining accuracy in conversion analysis.

This approach provides a clear and comprehensive understanding of how different news sections contribute to conversions.

#### QUESTION 22

For an online retail company, prop17 and prop24 are used to collect link name and link type respectively, and are sent via an s.tl() call.

An Architect is assigned to create a segment at a visitor level where the prop17 was set to 'Checkout', prop24 was set to 'custom link', and a product xyz' was purchased in the same visit.

How should the Architect build this segment?

- A. Visit container (product = 'xyz') > Visitor container > Hit (prop17 = 'Checkout and prop24 = 'custom link')
- B. Visit container (product = 'xyz') > Hit (prop17 = 'Checkout' and prop24 = 'custom link')
- C. Visitor container > Visit container (product = 'xyz') > Hit (prop17 = 'Checkout' and prop24 = 'custom link')

D. Hit (prop17 = 'Checkout' and prop24 = custom link') > Visit container (product = \*xyz') > Visitor container

**Correct Answer: C**

**Section:**

**Explanation:**

To create a segment that captures visitors who engaged with a specific link type and purchased a specific product within the same visit, the following structure should be used:

Visitor container: Ensures the segment applies to the entire visitor's history.

Visit container (product = 'xyz'): Ensures that the product 'xyz' was purchased during the visit.

\*\*Hit (prop17 = 'Checkout'

Top of Form

Bottom of Form

### QUESTION 23

For an Implementation, the data layer is correctly mapped to the data element in the browser console for eVar1. Also, the Adobe Image request in the Network tab has the value populated correctly for eVar1.

The reporting does NOT have any values for eVar1.

What are three reasons for this issue? (Choose three.)

- A. Tracking server is incorrect.
- B. prop corresponding to eVar1 is NOT enabled.
- C. eVar1 is NOT enabled in admin settings.
- D. event corresponding to eVar1 is NOT enabled.
- E. eVar1 is set to expire on hit.
- F. Report Suite ID is incorrect.

**Correct Answer: A, C, F**

**Section:**

**Explanation:**

Business Requirement: Ensure data captured by eVar1 is correctly reported.

Potential Issues:

Tracking server is incorrect: Data might not be sent to the correct server for processing.

eVar1 is NOT enabled in admin settings: The eVar must be enabled in the admin settings to be recorded and reported.

Report Suite ID is incorrect: Data might be sent to the wrong report suite, causing discrepancies in reporting.

Explanation:

Tracking server is incorrect: Ensures data reaches the correct Adobe Analytics server for processing.

eVar1 is NOT enabled in admin settings: Critical to have eVar1 enabled for it to collect and report data.

Report Suite ID is incorrect: Ensures data is reported in the correct report suite.

Verification: According to Adobe Analytics troubleshooting documentation, ensuring the correct tracking server, enabled eVars, and correct Report Suite ID are fundamental steps in diagnosing reporting issues (Adobe Analytics Troubleshooting Guide).

### QUESTION 24

A company has a Tableau Dashboard that includes data from various sources including Adobe Analytics. The dashboard is updated weekly.

Which method should an Architect use to extract the data to be used with the dashboard?

- A. Download Excel from Custom Report
- B. Download CSV from Analysis Workspace Report
- C. Deliver data via FTP through Data Warehouse
- D. Deliver data via FTP through Data Feeds



**Correct Answer: C**

**Section:**

**Explanation:**

Business Requirement: Extract data for weekly updates to a Tableau Dashboard from Adobe Analytics.

Recommended Method:

Deliver data via FTP through Data Warehouse: Provides a robust and automated method for exporting large datasets on a scheduled basis.

Data Warehouse: Allows for the extraction of large and complex datasets suitable for integration with external BI tools like Tableau.

FTP Delivery: Automates the data export process, ensuring timely updates to the Tableau Dashboard.

Verification: According to Adobe Analytics Data Warehouse documentation, using FTP delivery through Data Warehouse is the preferred method for exporting large datasets for external use (Adobe Analytics Data Warehouse Guide).

#### QUESTION 25

An Architect is unable to analyze all internal search terms for the previous month because 15% of the internal search terms fall into '(low traffic)'. Which two extraction methods will show all search terms? (Choose two.)

- A. Data Extract
- B. Report Builder
- C. Data Warehouse
- D. Data Feeds
- E. Reporting API

**Correct Answer: C, D**

**Section:**

**Explanation:**

Business Requirement: Analyze all internal search terms, including those falling into the '(low traffic)' category.

Extraction Methods:

Data Warehouse: Provides comprehensive data extraction capabilities, allowing for the retrieval of detailed and granular data that might not be fully visible in standard reports.

Data Feeds: Offers raw data extraction capabilities, enabling the capture of all search terms without the aggregation and sampling that can occur in standard reports.

Data Warehouse: Can export detailed data, bypassing the '(low traffic)' limitation by accessing the raw, unsampled data.

Data Feeds: Provides a way to extract raw data directly from Adobe Analytics, ensuring that all search terms, including those with low traffic, are included.

Verification: According to Adobe Analytics documentation, using Data Warehouse and Data Feeds are recommended methods for extracting comprehensive datasets, including detailed search terms (Adobe Analytics Data Warehouse Guide, Data Feeds Documentation).

#### QUESTION 26

An Architect has defined the following tracking specifications:

- \* A userID variable must be set in the data layer
- \* The userID value must be mapped to eVar5
- \* The userID value must be used as the Adobe visitor identification method.

The tagging engineer confirms that Adobe Launch is configured as requested.

An Analyst notices that the eVar5 report is not being populated.

The Architect can see that the userID data object is populated in the data layer after the page loads.

What is causing this problem?

- A. visitorID is not available in the data layer when the Adobe Launch rule runs
- B. userID is not being populated using dynamic variables.
- C. eVar5 is not being populated using dynamic variables.
- D. userID is not available in the data layer when the Adobe Launch rule runs.

**Correct Answer: A**

**Section:**

**Explanation:**

Business Requirement: Ensure userID is set in the data layer and mapped to eVar5, and used for visitor identification.

Issue Identification:

The userID data object must be available in the data layer before the Adobe Launch rule executes.

Explanation:

visitorID is not available in the data layer when the Adobe Launch rule runs: If the visitorID is not present in the data layer at the time the rule executes, the mapping to eVar5 will not occur, resulting in an empty eVar5 report.

Verification: According to Adobe Launch documentation, the timing of data layer availability is crucial for rule execution. Ensuring data is present before rules execute is necessary for accurate data capture (Adobe Launch Implementation Guide).

#### **QUESTION 27**

An Architect needs to update mobile data collection to comply with company and legal guidelines (GDPR, CCPA). The Architect discovers the Android version of their mobile application tracks the latitude, longitude, and iBeacon data. Tracking specific geographic data is now considered out of compliance with company guidelines, and must be updated.

Which call must be removed?

- A. getGeoCoordinates
- B. trackState
- C. trackAction
- D. trackLocation

**Correct Answer: D**

**Section:**

**Explanation:**

Business Requirement: Ensure compliance with GDPR and CCPA by updating mobile data collection practices.

Tracking Methods:

getGeoCoordinates: Retrieves geographical coordinates but is typically not the method used for tracking purposes.

trackState: Tracks the state of the application and user interaction.

trackAction: Tracks specific user actions within the application.

trackLocation: Explicitly tracks geographic location data, including latitude, longitude, and iBeacon data.

Explanation:

trackLocation: Must be removed to comply with regulations as it directly tracks and transmits geographic location data.

Verification: According to Adobe Mobile Services documentation, removing the trackLocation call ensures compliance with data protection regulations by eliminating the collection of sensitive geographic data (Adobe Mobile SDK Guide).

