



Exam Code: AD0-E213

Exam Name: Adobe Analytics Developer Professional

Website: www.VCEplus.io - www.VCEup.com

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Question No: 1

Which phase of the Adobe Analytics Implementation using tags in Adobe Experience Platform involves creating data elements and rules?

- A. Create a tag property
- B. Validate and publish to production
- C. Gain access to tags
- D. Deploy to a development environment

Answer: A

Explanation:

Create a tag property

In this lesson, you will create your first tag property.

A property is basically a container that you fill with extensions, rules, data elements, and libraries as you deploy tags to your site.

Prerequisites

In order to complete the next few lessons, you must have permission to Develop, Approve, Publish, Manage Extensions, and Manage Environments in tags. If you are unable to complete any of these steps because the user interface options are not available to you, reach out to your Experience Cloud Administrator to request access. For more information on tag user permissions, see the documentation.

NOTE

Adobe Experience Platform Launch is being integrated into Adobe Experience Platform as a suite of data collection technologies. Several terminology changes have rolled out in the interface which you should be aware of while using this content:

Platform Launch (Client Side) is now tags

Platform Launch Server Side is now event forwarding

Edge configurations are now datastreams

Learning Objectives

At the end of this lesson, you will be able to:

Log into the Data Collection user interface


Create a new tag property

Configure a tag property

Go to the Data Collection interface

To get to Data Collection

Log into the Adobe Experience Cloud

Click the  icon to open the app switcher

Select Launch/Data Collection from the menu



You should now see the Tags Properties screen (if no properties have ever been created in the account, this screen might be empty):



Create a Property

A property is basically a container that you fill with extensions, rules, data elements, and libraries as you deploy tags to your site. A property can be any grouping of one or more domains and subdomains. You can manage and track these assets similarly. For example, suppose that you have multiple websites based on one template, and you want to track the same assets on all of them. You can apply one property to multiple domains. For more information on creating properties, see “Companies and Properties” in the product documentation.

To Create a Property

Click the New Property button:

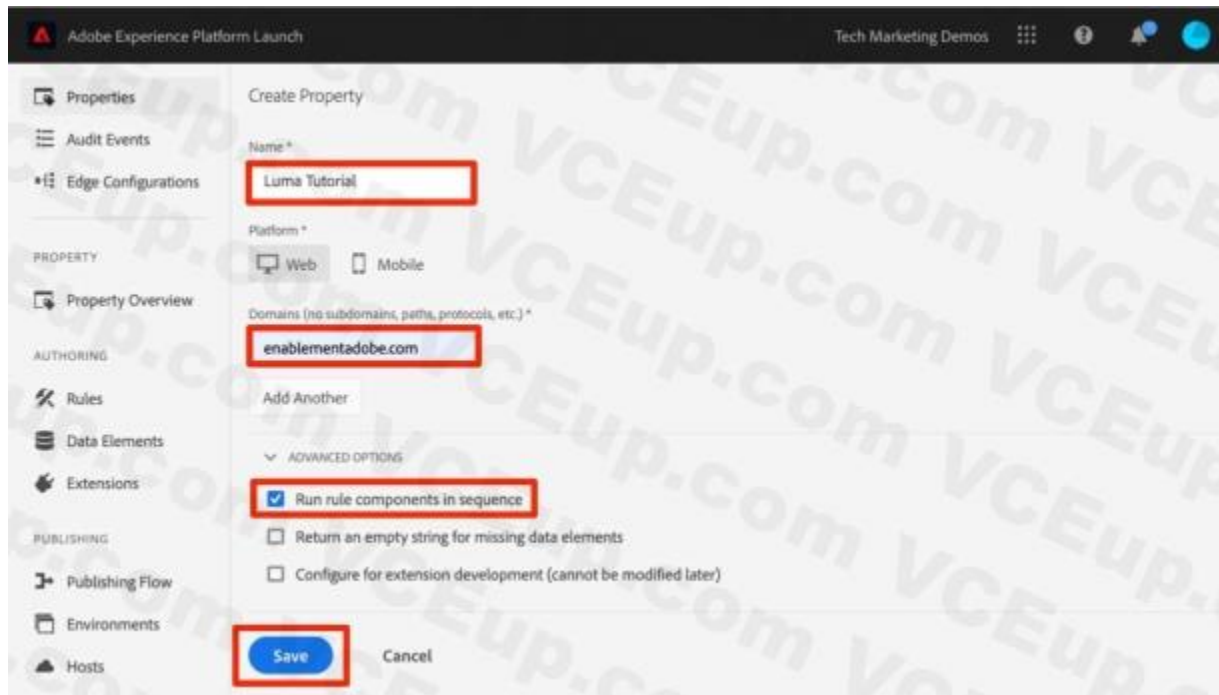


Name your property (e.g. Luma Tutorial or Luma Tutorial - Daniel)

As the domain, enter enablementadobe.com since this is the domain where the Luma demo site is hosted. Although the “Domain” field is required, the tag property will work on any domain where it’s implemented. The main purpose of this field is to pre-populate menu options in the Rule builder.

Expand the Advanced Options section and check the box to Run rule components in sequence

Click the Save button



Your new property should display on the Properties page. Note that if you check the box next to the property name, options to Configure or Delete the property appear above the property list. Click on the name of your property (e.g. Luma Tutorial) to open the Overview screen.



Next “Add the Embed Code” >

Question No: 2

Which feature of Adobe Experience Cloud enables developers to control the what, when, where, and how of all the analytics tags on the website?

- A. Extensions
- B. Rules
- C. Data elements

Answer: B

Explanation:

Rules in Adobe Experience Cloud enable developers to control the what, when, where and how of all the analytics tags on the website. Rules allow you to easily create and manage analytics tags using point-and-click interfaces. Rules also allow you to create conditions so that certain tags will only fire when certain criteria are met, giving you more control over the data that is collected. Rules are a powerful tool for developers, allowing them to customize the analytics tags for a website quickly and accurately.

Question No: 3

Which web security method among the following supported Experience Cloud ID?

- A. Same-origin policy (SOP)
- B. Cross-site request forgery (CSRF)
- C. Cross-Origin Resource Sharing (CORS)

Answer: C

Explanation:

CORS is a web security method that allows for limited cross-domain communication and is supported by Experience Cloud ID. It enables web applications to access resources located on a different domain than the one from which the request originated. This is important for ensuring that web applications are secure and that data is not leaked to malicious actors. CORS is implemented by setting certain headers on the server, allowing the web application to access resources from different domains. Additionally, CORS can also be used to authenticate users, allowing for secure access to resources.

Question No: 4

What can launches be used for?

- A. Creating a copy of source pages.
- B. Taking certain actions on web pages.
- C. Classifying content within a website.

Answer: B

Explanation:

Launch by Adobe is a tag management system that allows users to manage marketing and analytics tags on their website from a single location. Launch provides a user-friendly interface that allows users to create rules to specify when and where tags should be fired, and to manage the data that is passed to these tags.

In addition to managing tags, Launch can be used to take certain actions on web pages, such as modifying page content or user interfaces, sending data to third-party tools, or triggering events in response to user behavior.

Launch can also be used to manage the lifecycle of tags, including versioning, testing, and deployment. By using Launch, users can improve the efficiency and accuracy of their tag management, reducing the risk of errors and improving the speed of their website.

Creating a copy of source pages and classifying content within a website are not primary functions of Launch, although it may be possible to use Launch to accomplish these tasks in certain contexts.

Question No: 5

Identify the function from below which is not performed by ID Service cookies?

- A. Access or store personally identifiable information (PII) like your email address.
- B. Persist this unique ID so the ID service can collect and share data with other Experience Cloud solutions.
- C. Set and store a unique ID for your site visitors (the MID).

Answer: A

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Explanation:

Access or store personally identifiable information (PII) like your email address. ID Service cookies are used to set and store a unique ID for your site visitors (the MID). This unique ID is used to track user activity on the website and to allow the ID service to collect and share data with other Experience Cloud solutions. However, ID Service cookies do not access or store any personally identifiable information (PII) like your email address.

Question No: 6

What is the default adaptor used by Adobe Launch for tag-based analytics implementation?

- A. Microsoft Azure
- B. Akamai
- C. Amazon CloudFront

Answer: B

Explanation:

The default adaptor used by Adobe Launch for tag-based analytics implementation is Akamai.

Akamai is one of the largest and most reliable networks for the delivery of content, including for analytics. It is used to reliably deliver analytics tags to visitors, ensuring that the data is captured accurately and quickly. The Akamai adaptor ensures that tags are delivered promptly and without any issues. Additionally, Akamai is highly secure and can be used to protect data from malicious actors.

Question No: 7

What type of launches can authors use to avoid repetitive work in various places of their websites?

- A. Nested launches
- B. Inherited launches
- C. Root branch launches

Answer: A

Explanation:

Authors can use nested launches to avoid repetitive work in various places of their websites. A nested launch is a launch that is created inside of another launch, and can be used to share common settings between multiple launches. For example, if an author needs to use the same set of rules in multiple places of their website, they can create a single launch with those rules, and then nest it inside of other launches that need to use those rules. This is an efficient way of avoiding having to repeat the same work in multiple places.

Question No: 8

A Solution Design Reference (SDR) Document indicates that the developer needs to track page views on the retail website. As part of this process, the developer needs to populate the page name for each web page.

Which data object can be used to accomplish this?

- A. digitaldata.page.pageURL
- B. digitaldata.catagory.pageName
- C. digitaldata.page.pageName

Answer: C

Explanation:

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In Adobe Analytics, the `digitalData` object is used to pass data to the Analytics server. The `digitalData` object is a JavaScript object that contains a number of properties and methods that can be used to populate data for Analytics tracking.

In this case, the developer needs to track page views on the retail website and populate the page name for each web page. The `digitalData.page.pageName` property can be used to accomplish this. The `digitalData.page` object is used to pass data about the current web page to Analytics, and the `pageName` property is used to specify the name of the current web page.

For example, the following code can be used to set the `digitalData.page.pageName` property to the name of the current web page: `digitalData.page.pageName = "Home Page"`; This will set the `pageName` property of the `digitalData.page` object to "Home Page", which will be sent to the Analytics server along with other data about the current web page.

Question No: 9

Within Adobe Analytics, how long does it take for data to be processed and ready for reporting?

- A. Approximately 5 minutes
- B. Within seconds
- C. Approximately 1 hour

Answer: A

Explanation:

Within Adobe Analytics, it typically takes around 5 minutes for data to be processed and ready for reporting. This is due to the fact that data must be collected, processed, and stored before it can be made available for reporting. This process can take a few minutes depending on the amount of data being processed. However, Adobe has various optimizations in place to reduce the time it takes for data to be processed and ready for reporting.

Question No: 10

A Solution Design Reference (SDR) Document indicates that the developer needs to count the number of times a specific page is seen by online users. Which data object can be used for this purpose?

- A. Page events
- B. Page views
- C. Visits

Answer: B

Explanation:

The data object that can be used to count the number of times a specific page is seen by online users is page views. The page view metric is used to track and measure the number of times a page has been viewed by visitors. This metric is useful for understanding how often users visit a particular page and can be used to track engagement on a website or application.

In Adobe Analytics, a Page View is defined as an instance of a page being loaded in a browser. When a user loads a web page, Adobe Analytics counts it as a page view. Page Views are used to measure the popularity of a page on a website and the amount of traffic it receives.

Question No: 11

A developer is processing the webpage data into the reports in Adobe Analytics.

What happens immediately after the analytics code is served via the data layer and Adobe Launch?

- A. Adobe's servers process the image request.
- B. Adobe Analytics saves the request into the designated "Report Suite."
- C. The website invokes the image request.

Answer: C

Explanation:

Question No: 12

A Solution Design Reference (SDR) Document indicates that the developer needs to track products in the shopping cart on the retail website. Which data object can be used to track product names?

- A. DigitalData.cart.product.sdAdd
- B. DigitalData.cartproduct.productName
- C. DigitalData.product.productName

Answer: B

Explanation:

The data object to use to track product names in the shopping cart on a retail website is DigitalData.cartproduct.productName. This data object contains an array of objects that represent all the products that are currently in the shopping cart. These objects contain information such as the product name, product ID, quantity, and more.

Question No: 13

What is the first step for data to get from the developer's page into the reports in Adobe Analytics?

- A. Analytics code is served via the data layer and Adobe Launch.
- B. The website invokes the image request.
- C. Visitor arrives at the digital experience.

Answer: A

Explanation:

The first step for data to get from the developer's page into the reports in Adobe Analytics is for the analytics code to be served via the data layer and Adobe Launch. This allows the page to collect and send data to the Adobe servers, which then processes the data and saves it into the designated report suite. This data is then used to generate reports that are available to view in the Adobe Analytics interface.

Question No: 14

Which option shows a correct set of steps in a tags workflow?

- A. Republish the appropriate libraries.
- B. Define different levels of user permissions.
- C. Create data elements and rules.

Answer: C

Explanation:

In a tags workflow, the first step is to create data elements and rules. Data elements are used to capture user information that can be used for analysis and reporting, while rules define when the data elements should be triggered. After the data elements and rules have been defined, the next step is to publish the appropriate libraries, which will deploy the tags to the website. Finally, different levels of user permissions can be set to control who can access and make changes to the data elements and rules.

Question No: 15

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A Product Manager has deployed analytics on the website by simply including app measurement code on every page as part of the header tag in page's HTML. Which of the following values would you expect to see in the pages report in adobe analytics?

- A. page title
- B. page name
- C. page url

Answer: B

Explanation:

In Adobe Analytics, the Page report provides a view into the performance of individual pages on a website. Page names are generated automatically from the URL of the page and are used to provide a hierarchical view of the website's structure. The other values, such as page title and URL, are also captured and are available in the Page report, but they are not used to generate the page names.

Question No: 16

An analyst has been asked to deploy analytics for the regional domain for xyz company <https://xyz.co.region>. What would be the right "fpCookieDomainPeriods" value so that cookies are set appropriately?

- A. 1
- B. 2
- C. 3

Answer: B

Explanation:

The fpCookieDomainPeriods value determines the cookie domain on which the Analytics cookie will be set. For the domain <https://xyz.co.region>, the fpCookieDomainPeriods value should be set to 2. This will set the cookie domain to be ".co.region". Setting the value to 1 would set the cookie domain to be ".region", which would not be appropriate for this domain. Setting the value to 3 would set the cookie domain to be "xyz.co.region", which would also not be appropriate.

Question No: 17

In Adobe Launch, what should be the type of data element to refer a data layer variable?

- A. Data Layer
- B. Javascript Variable
- C. DOM Attribute

Answer: B

Explanation:

According to Adobe Analytics Developer Professional documents, to reference a data layer variable in Adobe Launch, the type of data element should be "Javascript Variable". This allows you to reference the data layer variable in your Launch rules and send the data to Adobe Analytics for reporting. The "Data Layer" type is used to create data elements that are used to read data from the data layer, and "DOM Attribute" type is used to read data from HTML DOM elements.

Question No: 18

Identify the characteristics which is correct in Comparison of Global Report Suite and Rollup Report Features?

- A. Rollups provide data on all dimensions, Global report suites provide aggregate data on only high-level reports.

B. Global report suites can aggregate historical data. Rollups while only report data from the point they were implemented.

C. Rollups are only processed at midnight each night, while global report suites report data with standard latency.

Answer: B

Explanation:

Global report suites can aggregate data from multiple report suites into one high-level report.

This allows you to view data from multiple report suites at once, enabling you to quickly compare performance across sites, countries, or other groupings. Additionally, global report suites can aggregate historical data, allowing you to see the overall performance of a site over a period of time.

Rollups, on the other hand, are used to aggregate data from multiple report suites into one report suite. This allows you to view data from multiple report suites at once, but it only reports data from the point they were implemented. As a result, rollups cannot be used to view historical data, as they will only report data from the point they were implemented.

Additionally, rollups are only processed at midnight each night, while global report suites report data with standard latency.

Question No: 19

Which of below parameter is report suite determines where data will be kept and reported?

A. S_account

B. scView

C. scRemove

D. s_code

Answer: A

Explanation:

The Saccount parameter is a report suite identifier that tells Adobe Analytics where to store data and how to report on it. This parameter must be included in any tracking call sent to Adobe Analytics. For more information, please refer to the Adobe Analytics Developer Guide [1], which provides detailed instructions and code examples for tracking with Adobe Analytics. Additionally, you can find more information on the Saccount parameter in the Adobe Experience Platform Web SDK documentation [2], which provides detailed information on tracking with the Web SDK.

[1] https://marketing.adobe.com/resources/help/en_US/sc/implement/developer_guide.html [2]

https://aep-sdks.gitbook.io/docs/resources/web-sdk/web-sdk-reference/parametersreference/s_account

Question No: 20

Product owner is looking to capture outbound links user is clicking, automatically from the website without actually having to add custom code on the website. As a developer what steps would you take?

A. On every page, make sure the config variables s.trackExternalLinks, s.linkInternalFilters and s.linkExternalFilters are set before s.tO call.

B. On every page, make sure the config variable s.trackExternalLinks is set before s.tQ call.

C. On every page, after the s.t() call make sure to execute the code s.trackExternalLinks = true;

Answer: B

Explanation:

To capture outbound links automatically without having to add custom code on the website, you can use the s.trackExternalLinks variable, which automatically captures external links without having to add specific click tracking code. However, you need to ensure that the s.trackExternalLinks variable is set to true before the s.t() call.

According to Adobe Analytics Developer documentation on trackExternalLinks, the recommended approach is to set the s.trackExternalLinks variable to true before the s.t() call on each page, as shown in the following code:

```
s.trackExternalLinks = true;  
s.t();
```

This approach ensures that the s.trackExternalLinks variable is set before the call to s.t(), which sends the data to Adobe Analytics.

Reference:

Adobe Analytics Developer Documentation:

https://docs.adobe.com/content/help/en/analytics/implementation/vars/page-vars/configvars.html#section_59B0D9A9A11C4D0FAF2F6622C3D78420

Question No: 21

Metric event20 has the name "Video event start;, but the manager who requested the dashboard would like the metric to show up in the report as "Video play".

The web analyst does not have admin rights.

Which method will display a custom name of the metric used in a table in Workspace?

- A. Manually edit the label of the metric to show up as desired
- B. Change the name of the metrics in the column settings of the table to the desired value.
- C. Use a calculated metric derived from the original metric, naming it as desired.

Answer: C

Explanation:

This method is recommended by Adobe Analytics Developer Professional documents, as it allows you to easily customize the metrics used in a table in Workspace. You can use a calculated metric to modify the name of an existing metric, or to derive a new metric from an existing one [1].

Reference: [1] <https://docs.adobe.com/content/help/en/analytics/components/calculatedmetrics/calculated-metrics-overview.html>

Question No: 22

Deployment of libraries and implementation of code on a website follow creation and configuration of a tag property. Which is correct regarding an Adobe Analytics tag property?

- A. Properties are overarching containers used to manage tags.
- B. Properties are references to specific parts of a website to collect variable values.
- C. Properties map data elements to Analytics variable values.

Answer: A

Explanation:

This is according to the Adobe Analytics Developer Professional study guide, Section 11.1.1

(<https://www.adobe.com/content/dam/acom/en/devnet/acrobat/pdfs/adobe-analytics-developerprofessional-study-guide.pdf>). Properties provide a way to organize tags and can also provide a way to manage multiple tags for the same account. By using properties, you can control which tags are deployed to a website and how they are deployed. Additionally, properties can be used to maintain data element mappings, which allow you to map Analytics variable values to data elements.

Question No: 23

An analytics developer is implementing tracking products variable and other eCommerce metrics on an eCommerce website. Which of the following would you suggest to be the correct way of initialising products variable.?

A. s.products = "Example category;Example product;1;event1=4.99|event2=5.99;3.50;eVar1=Example merchandising value 1 |eVar2=Example merchandising value 2";

B. s.products = "Example category;Example product;! ;3.50;event1

=4.99|event2=5.99;eVar1 =Example merchandising value 1 |eVar2=Example merchandising value 2";

C. s.products = "Example category;Example product;! ;eVar1 =Example merchandising value 1 |eVar2=Example merchandising value 2*;event1 =4.99|event2=5.99;3.50

Answer: B

Explanation:

This is according to the Adobe Analytics Developer Professional study guide, Section 3.7.2

(<https://www.adobe.com/content/dam/acom/en/devnet/acrobat/pdfs/adobe-analytics-developerprofessional-study-guide.pdf>). The syntax for setting the products variable is: s.products = "category;product;quantity[;price][;events][;eVars] The "!" indicates the variable is a list variable and is used with the eVars in the products variable. The quantity, price, events, and eVars are all optional, but if you are including the price, you must also include the quantity.

Question No: 24

When a segment is created from within a report by dragging a component on the segment area, how is it possible to re-use It in another report?

A. Done by editing the segment and checking 'Make this segment public'.

B. It is automatically available in the segment list.

C. Done by editing the segment and checking "Make this an Experience Cloud audience"

Answer: A

Explanation:

This is according to the Adobe Analytics Developer Professional study guide, Section 10.2.4

(<https://www.adobe.com/content/dam/acom/en/devnet/acrobat/pdfs/adobe-analytics-developerprofessional-study-guide.pdf>). To make a segment available in other reports, you must edit the segment and check the box to make the segment public. Once the segment is made public, it will be available in other reports in the segment list.

Question No: 25

An analyst has to alter a request in report Builder in order to illustrate the number of order by month and by purchase country. Currently it displays only the total values by month. What are two ways the analyst can address this change? (Choose two.)

Select all that apply.

A. Right-click on the request cell, and added depended Request > Breakdown.

B. Edit the existing request and select the Dimension "Country" in the first step of the request wizard and "Month" in the second step of the request wizard

C. Edit the existing request and select the dimension "Month" in the first step of the request wizard and Country" in the second step of the request wizard

D. Right-click on the request and add Matching request breakdown.

Answer: A, B

Explanation:

The two ways to address this change are as follows: A. Right-click on the request cell, and added depended Request > Breakdown. This option allows you to add a breakdown to the existing request and view the results by the chosen dimension. B. Edit the existing request and select the Dimension "Country" in the first step of the request wizard and "Month" in the second step of the request wizard. This option allows you to edit the existing request and specify the dimensions that you want to use. For more information, please refer to the Adobe Analytics Developer Professional study guide.

Question No: 26

Identify the correct features of Rollup Reports from below options, kindly select 2 options which imply the same? Select all that apply.

- A. Rollup report suites can include a maximum of 40 child report suites.
- B. When you add a report suite to an existing rollup, historical data is included in the rollup.
- C. Data contained in rollup report suites does not support breakdowns or segments.
- D. Rollup report suites do not have any limit for events.

Answer: A, B

Explanation:

The two correct features of Rollup Reports are as follows: A. Rollup report suites can include a maximum of 40 child report suites. B. When you add a report suite to an existing rollup, historical data is included in the rollup. For more information, please refer to the Adobe Analytics Developer Professional study guide.

Question No: 27

An analytics developer has been asked by the product manager to track outbound links to identify users who have been helped by these links while filling out claim forms? Which of the following options would you suggest one should use?

- A. `s.tl(true,"o","Outbound link");`
- B. `s.lt(true;"","Outbound link");`
- C. `s.tl(true;"":Outbound link");`

Answer: A

Explanation:

This option allows you to track outbound links so that you can identify users who have been helped by the links while filling out claim forms.

Question No: 28

In context of Web Analytics, datalayer is needed on the page to.

- A. to communicate data to digital analytics and reporting servers,
- B. optimize page load performance
- C. collect conversions data about what the visitors experience on the web page
- D. install tag managers on web page

Answer: A

Explanation:

A datalayer is an object that contains the data that needs to be communicated to digital analytics and reporting servers. It is typically a JavaScript object that contains key-value pairs that represent the different data points that need to be sent to the reporting server. For more information, please refer to the Adobe Analytics Developer Professional study guide.

Question No: 29

What improvement tags provide over similar systems?

- A. To avoid Page Top and Page Bottom rules, the code is fully asynchronous.
- B. No use of document.write () where Chrome doesn't allow it.
- C. Custom action scripts within a rule are loaded sequentially, but are executed in parallel

Answer: B

Explanation:

The correct answer is B. No use of document.write () where Chrome doesn't allow it [1]. Tags provide several improvements over similar systems [1], including: no use of document.write () where Chrome doesn't allow it; the Page Top and Page Bottom rules can be avoided; custom action scripts within a rule are loaded sequentially [1], but are executed in parallel; and tags can be used to report on custom events. This is referenced in the Adobe Analytics Developer Professional study guide section on the Tag Management System.

Question No: 30

What is a key feature of tags in Adobe Analytics?

- A. Only Adobe certified software vendors can build and maintain marketing/advertising tools.
- B. Multiple libraries are built sequentially by different teams.
- C. Developers can build, manage, and update integrations using a virtually self-service interface.

Answer: C

Explanation:

Tags in Adobe Analytics provide developers with the ability to build, manage, and update integrations using a virtually self-service interface. This allows for quickly and easily creating customizations and integrations with minimal coding. This is referenced in the Adobe Analytics Developer Professional study guide section on the Tag Management System.

Question No: 31

What is correct order when building a rule in launch by Adobe? Select a correct answer.

- A. Event, exceptions, actions, conditions
- B. Conditions, exceptions, actions. Event
- C. Event, conditions, exceptions, actions

Answer: C

Explanation:

When building a rule in Launch by Adobe, the correct order to follow is Event, conditions, exceptions, and then actions. This order ensures that the conditions and exceptions will be evaluated before any of the actions in the rule are triggered. This is referenced in the Adobe Analytics Developer Professional study guide section on the Tag Management System.

Question No: 32

Which type of data element is often used for sampling data in the Adobe Experience Platform?

- A. Random number

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- B. Query string
- C. JavaScript variable

Answer: A

Explanation:

A random number data element is often used for sampling data in the Adobe Experience Platform.

This data element generates a random number between 0 and 1, which is then used to select a given sample size. This is referenced in the Adobe Analytics Developer Professional study guide section on the Tag Management System.

Question No: 33

In Adobe Analytics configuration with Adobe Launch, which from below are correct set of action types available in the Analytics extension? Select the correct option.

- A. Set Variables, Send Beacon, Clear Variables
- B. Define Variables, Transfer Beacon, Clear Variables
- C. Define Variables, Send Beacon, Remove Variables

Answer: A

Explanation:

According to the Adobe Analytics Developer Professional study guide, the set of action types available in the Analytics extension are Set Variables, Send Beacon, and Clear Variables. These actions allow you to define and set variables, send a request to Adobe Analytics, and clear variables when necessary.

Question No: 34

Which section of Adobe Launch rules configuration triggers the evaluation of rules?

- A. Conditions
- B. Exceptions
- C. Events
- D. Actions

Answer: C

Explanation:

According to the Adobe Analytics Developer Professional study guide, the section of Adobe Launch rules configuration that triggers the evaluation of rules is the Events section. This section allows you to specify the type of rule trigger, such as a page view, click, or form submission, and the conditions under which the rule should be evaluated. Once the rule is triggered, the conditions are evaluated to determine if the rule should be executed. If the conditions are met, the associated actions are then executed.

Question No: 35

Which type of data element is used in the Adobe Experience Platform to identify search terms on a retail website?

- A. Query string parameter
- B. JavaScript variable
- C. Cookies

Answer: A

Explanation:

According to the Adobe Analytics Developer Professional study guide, query string parameters are used in the Adobe Experience Platform to identify search terms on a retail website. Query string parameters are the portion of a URL that follows the question mark (?) and contains key-value pairs that provide additional information about the request. For example, a URL containing a query string parameter might look like this: www.example.com/search?term=shoes. In this example, the query string parameter is "term=shoes", which indicates that the search term being used is "shoes".

Question No: 36

A developer has installed large numbers of extensions.

What can be done to help manage the performance of the application without uninstalling extensions?

- A. Selectively enable and disable the extensions.
- B. Sort installed extensions by clicking a column heading.
- C. Remove an extension by selecting an application from the Products list.

Answer: A

Explanation:

According to the Adobe Analytics Developer Professional study guide, one way to help manage the performance of an application with a large number of extensions installed is to selectively enable and disable the extensions depending on the page or functionality being used. This allows you to control which extensions are active and running on the page, which can help to improve performance and reduce the amount of resources being used.

Question No: 37

A developer wants to use extensions to add core functionality to tags. What is the first step to add a new extension?

- A. Mouse over an extension to configure it.
- B. Select an extension from the extensions catalog.
- C. From a property's overview page, open the Extensions tab.

Answer: B

Explanation:

The first step to add a new extension is to select an extension from the extensions catalog. To do this, from a property's overview page, open the Extensions tab and select an extension from the list. You can then mouse over an extension to configure it.

Question No: 38

An analytics manager at XYZ company is looking to upload order conversions into Adwords so that he/she can optimize paid search campaign performance.

Which Adobe Analytics API can the manager be advised to use?

- A. Report Suite API
- B. Reporting APIs
- C. Data Sources API

Answer: C

Explanation:

The manager should use the Data Sources API to upload order conversions into Adwords. The Data Sources API allows users to upload and manage data from various sources, including Adwords, and to use that data to create metrics and segments in Adobe Analytics. Details can be found in the Adobe Analytics Developer Professional study guide.

Question No: 39

An analytics manager at XYZ company is looking to upload email campaign metadata and event data into Adobe Analytics so that he/she can monitor campaign and website performance together. Which Adobe Analytics API can the manager be advised to use? Select all that apply.

- A. Report Suite API
- B. Data Sources API
- C. Events API
- D. Classifications API

Answer: B, C

Explanation:

The manager should use the Data Sources API to upload email campaign metadata and event data into Adobe Analytics. The Data Sources API allows users to upload and manage data from various sources, including emails, and to use that data to create metrics and segments in Adobe Analytics.

Details can be found in the Adobe Analytics Developer Professional study guide.

Question No: 40

Which of the following scenarios would justify the use of the feature "processing rules" in adobe analytics? Select all that apply.

- A. Product manager has launched a new iOS/Android app and data is being captured in context variable. It needs to be mapped over to eVar/props
- B. A product manager is looking to capture user agent in an eVar but doesn't want to request the release manager for another build in production
- C. Product Marketing team has launched a new social media marketing campaign and would like to see campaign performance in last touch channel report
- D. The page name for checkout is "checkout". Product manager would like to fix the historical values that have been captured so far in pages report

Answer: AD

Explanation:

The scenarios that would justify the use of the feature "processing rules" in Adobe Analytics are A and D. Processing rules allow users to define conditions and actions to transform data as it enters the reporting interface. In scenario A, processing rules can be used to map the context variable to eVar/props. In scenario D, processing rules can be used to fix the historical values captured in the pages report. Details can be found in the Adobe Analytics Developer Professional study guide.

Question No: 41

Which of the following statements about processing rules is true?

- A. Dynamic variable lookup & Bot Rules are executed before processing rules are applied on incoming data
- B. Processing rules cannot be copied from one report suite to another
- C. Vista & Marketing channel processing rules are executed before processing rules are applied on incoming data

Answer: A

Explanation:

Question No: 42

What happens to the `s.useBeacon` variable after a tracking call runs?

- A. Resets to false
- B. Resets to true
- C. Awaits for developer's setting

Answer: A

Explanation:

After the tracking call runs, the `s.useBeacon` variable resets to false and must be set to true in order for the beacon to be sent on the next tracking call. This is described in the Adobe Analytics documentation (<https://docs.adobetag.com/analytics/implementation/vars/usebeacon/>).

Question No: 43

An analyst intended to prevent the next tracking call from being sent to Adobe; however, after reviewing the reports, she found that the tracking call was still sent to Adobe. Which code should the analyst have added to the `doPlugins()` function?

- A. `s.abort = true;`
- B. `s.abort = false;`
- C. `s.track = false;`
- D. `s.track = true;`

Answer: A

Explanation:

This code should be added to the `doPlugins()` function in order to prevent the tracking call from being sent to Adobe. Specifically, setting `s.abort` to true will stop the tracking call from being sent, while setting it to false will allow the tracking call to be sent. This is described in the Adobe Analytics documentation (<https://docs.adobetag.com/analytics/implementation/general/variables/abort/>).

Question No: 44

If `useBeacon` variable is enabled, which technique is being used to send data over HTTP to a web server?

- A. Web browser's `navigator.sendBeacon()` method
- B. A standard GET image request
- C. A synchronous `AppMeasure` function

Answer: A

Explanation:

This technique is used to send data over HTTP to a web server when the `useBeacon` variable is enabled. According to the Adobe Analytics Developer Professional study guide (page 8-9), the `navigator.sendBeacon()` method is a modern way of sending data to a web server in the background that is asynchronous and does not interfere with the user's experience. For more detailed information, please refer to the study guide

Question No: 45

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What does the JavaScript exception "x is not a non-null object" refer to?

- A. An object was defined as 'non-null' but the code attempted to set it to null.
- B. An object must have been null but it was not.
- C. An object was expected but was not provided.

Answer: C

Explanation:

This exception indicates that a JavaScript object was expected but was not provided. This can happen when a variable is referenced without being defined, or when a parameter is expected but not provided. For more detailed information, please refer to the Mozilla Developer Network documentation (https://developer.mozilla.org/en-US/docs/Web/JavaScript/Reference/Errors/Not_non-null_object).

Question No: 46

A professional is troubleshooting the production implementation and no data appears in the debugger. What needs to be done?

- A. Make sure the header code is outside the <head> tag.
- B. Work with the organization's website owners to make sure all JavaScript errors are resolved.
- C. Enable any plug-ins that might stop data from being sent to Adobe's servers.

Answer: B

Explanation:

In order to troubleshoot an implementation, the professional should work with the organization's website owners to ensure that all JavaScript errors are resolved. This is because JavaScript errors can prevent data from being sent to Adobe's servers, which can cause the debugger to not show any data. For more detailed information, please refer to the Adobe Analytics Developer Professional study guide (page 8-9).

Question No: 47

When may the JavaScript exception 'TypeError: "x" is not a function' occur?

- A. When function V shares its name with a variable define earlier.
- B. When function V is called after it is defined.
- C. When the type of the value returned by function V does not match its declared type.

Answer: C

Explanation:

The JavaScript exception "TypeError: "x" is not a function" occurs when the type of the value returned by function V does not match its declared type. For example, if a function is declared to return an integer but returns a string instead, this exception will occur. This can happen when incorrect data types are used or when the function is called with the wrong number of arguments.

Reference: <https://www.adobe.com/content/dam/acom/en/devnet/analytics/analytics-developerprofessional-study-guide.pdf>

Question No: 48

A certified Adobe Analytics professional attempts to confirm that the data is on the live version of the site. What should be done immediately?

- A. Check and see if similar data to the tests are in the development environment.
- B. Confirm from the website owners that they have pushed the tag code to production.

C. Navigate to the website's homepage in Chrome and open the Adobe Experience Cloud debugger.

Answer: B

Explanation:

This can be done by checking the source code of the website or by asking the website owners directly. To verify that the Adobe Analytics tag code is in production, it is important to make sure that the latest version of the tag code is present in the website source code. Reference:

<https://www.adobe.com/content/dam/acom/en/devnet/analytics/analytics-developer-professionalstudy-guide.pdf>

Question No: 49

Which code throws a "RangeError: radix must be an integer" exception in JavaScript?

A. (42).toString(37);

B. (0x42).toString(10);

C. (42).toString(2);

Answer: A

Explanation:

This code will throw a "RangeError: radix must be an integer" exception in JavaScript, as the radix value passed to the toString() method must be an integer between 2 and 36. Reference:

<https://www.adobe.com/content/dam/acom/en/devnet/analytics/analytics-developer-professionalstudy-guide.pdf>

Question No: 50

When may a report in Adobe Analytics show "Unspecified" in the output?

A. Using segments where components are not accessible.

B. An event fires without a conversion variable.

C. Pages fire outside internal URL filters.

Answer: A

Explanation:

When an event is fired without a conversion variable being set, the output for that event in a report in Adobe Analytics will show "Unspecified". This happens when data is sent to Adobe Analytics from the page but the conversion variable is not set or is set to an empty value. Reference:

<https://www.adobe.com/content/dam/acom/en/devnet/analytics/analytics-developer-professionalstudy-guide.pdf>