Adobe

AD0-E200 Exam

Adobe Analytics Architect Master Exam
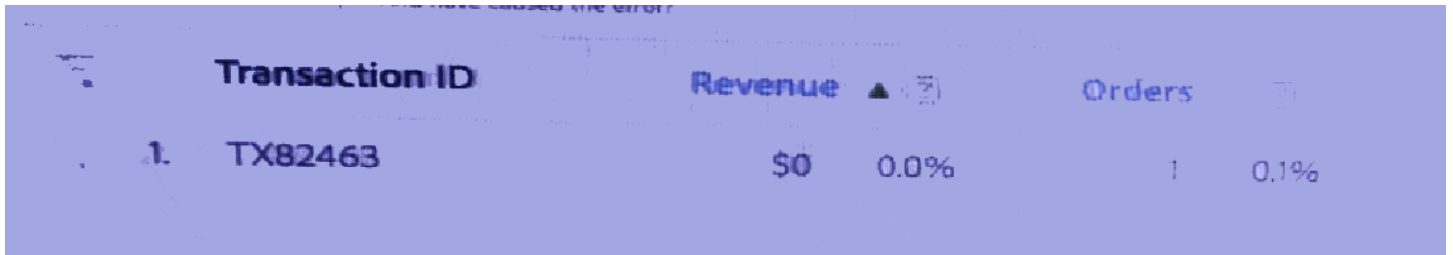
Questions & Answers
Demo

Question: 1

XYZ Corporation reached out for assistance to resolve a high priority revenue reporting issue:

When s business analyst pulled a Transaction ID (eva30) report that analyst noticed the revenue collected for transaction. TX824663'' was listed as $0

The analyst quarried the CRM system and discovered that the actual revenue from transaction ''TX82463'' was $1.200.69.

Which of the following products strings cloud have caused the error?

	Transaction ID	Revenue ▲ ⁈		Orders	
1.	TX82463	$0	0.0%	!	0.1%

s.products = "footwear:running shoes:2::1200.69

s.products = ":running shoes:0:1200.69

s.products = "footwear:running shoes:2:1200.69

s.products = ":running shoes:1:1200.69.'

A. Option A

B. Option B

C. Option C

D. Option D

Question: 2

Your client wants to rank link activity visual over layers and provide a dashboard of real-time analytics to

monitor audience engagement of their web pages.

Which tool would you recommend to the client.

    A. Activity Map

    B. Adobe Report Builder

    C. Analysis Workspace

    D. Fallout Report

Answer: C

Question: 3

While translating business requirements to KPIs, you come across a requirement. What are some examples of metrics that cloud measures site engagement? Select three.

    A. Last touch channel

    B. Video views

    C. Visitor location

    D. Phone number clicks

    E. From starts/completes

Answer: B,D,E

Question: 4

Configuring the Adobe Analytics-Adobe target integration sometimes called ''A4t enhanced both adobe product. What are some benefits of settings up this integration ? Select two.

    A. Target can create new custom eVars and implement them without any code changes

    B. Target activities experiences, and results can be viewed with adobe Analytics

    C. Adobe analytics can deliver personalized contact based on user preferences

    D. Custom events from Analytics can be applied to Target reports at any time

    E. Paid search ads be created on the fly and run on search run on engines

Answer: D

Question: 5

Suppose XYZ corp has reached out to correct the discrepancy identities in the revenue metrics of the reporting. The revenue amount captured In adobe Analytics is $1250.21. The IT department of the corporation has confirmed revenue captured in the CRM system is Adobe Analytics ex[pert, you recommend using Data Source to recently the revenue amount in the reports.

What is the revenue amount to be passed in the import file?

A. $1.249.79

B. $1.250.79

C. $2.500

D. $2.500.00

Answer: D

Question: 6

What are some attributes of virtual report suites? Select three.

A. They are an alternative to multi -suite tagging

B. Some settings are inherited from parent report suite

C. Current and real-time data is supported

D. They can be added individually to permission groups

E. Classification data can be uploaded

Answer: E

Question: 7

How many times can dimensions be broken down in an Analysis Workspaces panel?

A. 3

B. More than 5

C. 2

D. 5

Answer: B

Question: 8

Which of the following would you use to add context to the data after adobe analysis processing is complete? Select two.

   A. Data Source

   B. Classification

   C. Processing rules

   D. Direct call rule

   E. VISTA rules

Answer: D,E

Question: 9

What are some characteristics of classifications in Adobe Analytics? Select two.

   A. Can be used to modify marketing channel processing rules

   B. Must be enabled by Adobe Client Care

   C. They are completely retroactive

   D. Can be used to create custom success events

   E. Data can be grouped manually or by automated rules

Answer: A,B

Question: 10

A visitor interacting with your website on 3 visits using the same device and web browser. The source query string parameter is captured into eVar5 Visit #1.

The visitor came to the website by clicking on Facebook ad with the query string parameter source=xyz 123 set in the URL During this visit the added a quantity of one of product 123ABC with a cost of $99.99 to their cart. Later they filed out a contact from on the site that resulted in success event being set

Visitor2

The visitor returnee to the website by clicking a link containing source=em567 that they received in their email. During this visit they added two of a second product to their shopping cart of %JU#555AAA with an individual cost of $50.00.

They returned to the website by typing the URL of the website homepage directly into the address bar and completed the porches for both items

Which additional pieces of information would you need to determine the value attributed to eVars at the one of purchase? Select three.

   A. The allocating setting for eVar5

   B. The expiration setting for eVar5

   C. If merchandising is enabled for eVar5

   D. How long the visitor was on the site for each visit

   E. How much time passed between the first and last assist

Answer: E