

The Most In-Demand Adobe AD0-E208 Pass Guaranteed Quiz [Q23-Q40]



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What is a valid use of a segment as a touchpoint in a Fallout Visualization?

- * Using a visitor-based segment as a touchpoint inside a visit-context Fallout Visualization
- * Using a visit-based segment as a touchpoint inside a visit-context Fallout Visualization
- * Using a visit-based segment as a touchpoint inside a visitor-context Fallout Visualization

Explanation

A valid use of a segment as a touchpoint in a Fallout Visualization is to use a visit-based segment as a touchpoint inside a visit-context Fallout Visualization. This means that the segment will apply to the entire visit and the fallout will show the conversion within the same visit. Using a visitor-based segment as a touchpoint inside a visit-context Fallout Visualization or using a visit-based segment as a touchpoint inside a visitor-context Fallout Visualization are not valid uses, as they will cause mismatched scopes and inaccurate results.

References:

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/fallout.html?lang=>

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/fallout.html?lang=>

NO.24 Which option would an analyst choose to show the percentage change between the two numbers in a visualization?

- * Use the Summary Change visualization from a Freeform Table, click the Visualization settings, and O select Show Raw Difference
- * Use the Summary Change visualization, click the Visualization settings, and select Show Percent ,#l Change
- * Use the Summary Number visualization, click the Visualization settings, and select Percentages

Explanation

The Summary Change visualization shows the difference between two numbers in a report, such as current period vs previous period. To show the percentage change between the two numbers, you need to click the Visualization settings and select Show Percent Change.

References:

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/summary-change.h>

NO.25 The analytics team has created an Analysis Workspace project featuring a Freeform Table and a Flow Visualization in one Panel.

Why is the scheduled report just showing the Panel Name?

- * The Project was never curated.
- * The Freeform Table and Flow Visualization in the Panel were minimized.
- * The Freeform Table and Flow Visualization were expanded.

Explanation

When scheduling a report from an Analysis Workspace project, only the expanded visualizations in each panel will be included in the report. If the Freeform Table and Flow Visualization in the Panel were minimized, they will not show up in the scheduled report, only the Panel Name will.

References:

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/share/schedule-project.html?lang>

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/share/schedule-project.html?lang>

NO.26 The web analyst for a beauty products company wants to create a report to analyze the number of sample requests for one of their product pages.

The following items are available from the default configuration:

- * prop3, which registers the product page name and is fired in the first page load
- * eVar4, which registers the product page name and is fired in the first page load
- * event1 2, which fires when a visitor clicks on “Request a sample” call to action How can the analyst accomplish the creation of this report?
 - * Use either prop3 or eVar4 in combination with event1 2 as a metric.
 - * Use prop3 in combination with event1 2 as a metric.
 - * Use eVar4 in combination with event1 2 as a metric.

Explanation

The best way to create a report to analyze the number of sample requests for one of their product pages is to use eVar4 in combination with event12 as a metric. eVar4 registers the product page name and is fired in the first page load, so it will capture and persist the value for each visit. event12 fires when a visitor clicks on

“Request a sample” call to action, so it will measure the number of sample requests. Using eVar4 as a dimension and event12 as a metric will show how many sample requests were made for each product page.

Using prop3 instead of eVar4 will not work, as prop3 does not persist across hits or visits.

References:

<https://experienceleague.adobe.com/docs/analytics/components/variables/conversion-variables/conversion-var-ov>

<https://experienceleague.adobe.com/docs/analytics/components/variables/traffic-variables/traffic-var-overview.h>

NO.27 When changing the Fallout visualization from Eventual Path to Next Hit, the analyst notices that the data reports zero Visitors across the report.

Why would this occur?

- * Across all visitors, the fallout depicted never was completed as a next step conversion.
- * Across all visitors, the fallout depicted never was completed as an eventual path conversion.
- * There was no direct path from the second and third fallout touchpoints.

Explanation

When changing the Fallout visualization from Eventual Path to Next Hit, the report shows only the conversions that happened in the immediate next hit after each step. If the report shows zero visitors across the report, it means that none of the visitors completed the fallout as a next step conversion.

References:

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/fallout.html?lang=>

NO.28 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?

- * Classification Importer
- * Data Sources
- * Data Connector

Explanation

The data import tool that should be used for this task is Data Sources. Data Sources is a feature that allows you to upload offline data from external sources and match it with online data in Adobe Analytics. It can also support transaction ID as a key variable to join offline and online data.

References:

<https://experienceleague.adobe.com/docs/analytics/import/data-sources/data-sources-overview.html?lang=en>

<https://experienceleague.adobe.com/docs/analytics/import/data-sources/data-sources-overview.html?lang=en#da>

NO.29 Consider the following eVar settings:

eVar #: 3

Name: Model Name

Allocation: Most Recent (Last)

Expire After: Visit

Type: Text String

Status: Enabled

An automotive company uses eVar3 to capture `“Model Name”` on certain model-specific pages of their website. The VP of Marketing expresses a concern about data quality after seeing a report of eVar3 paired with the Visits metric. The report shows a significant number of visits with a Model Name of `“Unspecified”`.

What is causing this issue?

- * eVar3 is never set due to a tagging error in the page code.
- * The visits began on a page where eVar3 was not set.
- * There are too many unique values in eVar3.

Explanation

The reason why the report shows a significant number of visits with a Model Name of `“Unspecified”` is that the visits began on a page where eVar3 was not set. Since eVar3 is set to expire after visit and has an allocation of most recent (last), it means that it will capture and persist the last value that was set for that variable in a visit. If eVar3 was not set on any page during a visit, it will show up as `“Unspecified”` in the report. eVar3 being never set due to a tagging error in the page code or having too many unique values are not likely causes of this issue.

References:

<https://experienceleague.adobe.com/docs/analytics/components/variables/conversion-variables/conversion-var-ov>

<https://experienceleague.adobe.com/docs/analytics/components/variables/conversion-variables/conversion-var-ov>

NO.30 The analytics team has created an Analysis Workspace project featuring a Freeform Table and a Flow Visualization in one Panel.

Why is the scheduled report just showing the Panel Name?

- * The Freeform Table and Flow Visualization were expanded.
- * The Project was never curated.
- * The Freeform Table and Flow Visualization in the Panel were minimized.

Explanation

When scheduling a report from an Analysis Workspace project, only the expanded visualizations in each panel will be included in the report. If the Freeform Table and Flow Visualization in the Panel were minimized, they will not show up in the scheduled report, only the Panel Name will.

References:

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/share/schedule-project.html?lang>

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/share/schedule-project.html?lang>

NO.31 A stakeholder wishes to build a Freeform Table in Analysis Workspace that consists of a list of specific pages on the company website and the number of visits to them.

They are not able to find a page dimension item for an existing page that they are looking for.

What would be recommended?

- * Use the page dimension in a Freeform Table and change the workspace date range to **Last 180 ° days**;
- * Scroll down to the bottom of the page dimension list in the left rail and select **Show Top Items From Last 6 Months**;
- * Use the page dimension in a Freeform Table and use the custom date range **Last 6 Months**;

Explanation

If a stakeholder wishes to build a Freeform Table in Analysis Workspace that consists of a list of specific pages on the company website and the number of visits to them, but they are not able to find a page dimension item for an existing page that they are looking for, the best option is to scroll down to the bottom of the page dimension list in the left rail and select **Show Top Items From Last 6 Months**. This will refresh the page dimension list and show more items based on the last six months of data. Changing the workspace date range or using a custom date range in a Freeform Table will not affect the page dimension list in the left rail.

References:

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/build/freeform-tables.html?lang=>

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/build/freeform-tables.html?lang=>

NO.32 A curator clicks on a tile inside a Mobile Scorecard with no dimension applied to the tile. Which Dimensions will be displayed as the breakdown Dimension?

- * Browser Type or Days
- * Page Name or Browser
- * Hour or Days

Explanation

A Mobile Scorecard is a visualization that shows key metrics and trends for mobile devices. It can also show breakdowns by dimensions when a tile is clicked. If no dimension is applied to the tile, the default breakdown dimensions are Hour or Day, depending on the date range selected.

References:

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/mobile-scorecard.h>

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/mobile-scorecard.h>

NO.33 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
- * Purchase event
- * Product category eVar

Which tool should the analyst use?

- * Segment builder
- * Workspace
- * Reports and analysis

Explanation

Workspace is a tool that allows you to create interactive and customizable reports using various visualizations and components. It can also support multiple variables in a single fallout report, unlike segment builder or reports and analysis.

References:

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/analysis-workspace.html?lang=en>

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/fallout.html?lang=en>

NO.34 When creating a calculated metric, how far back does the preview show data for?

- * Can be selected by using the 'Preview Date'; drop-down in the Calculated Metric Builder
- * Last year
- * Last 90 days

Explanation

When creating a calculated metric, the preview date range can be selected by using the 'Preview Date'; drop-down in the Calculated Metric Builder. This will allow you to see how your calculated metric performs for different periods of time, such as last week, last month, last quarter, etc.

References:

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/calculated-metrics/calculated-me>

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/calculated-metrics/calculated-me>

NO.35 Which is a benefit of using a Virtual Report Suite?

- * Business users in your organization always see only the segmented data that is relevant to them.
- * It provides the ability to freely customize variable allocation settings and variable names per Virtual Report Suite.
- * Real-time reporting allows users to respond to trends within minutes of data collection.

Explanation

A Virtual Report Suite is a subset of data from an existing report suite that is based on a segment. It allows business users to see only the data that is relevant to them without affecting the original report suite data. It does not provide the ability to customize variable settings or names per Virtual Report Suite, nor does it enable real-time reporting.

References:

<https://experienceleague.adobe.com/docs/analytics/components/virtual-report-suites/vrs-overview.html?lang=en>

<https://experienceleague.adobe.com/docs/analytics/components/virtual-report-suites/vrs-faq.html?lang=en>

NO.36 In which order are these data components processed?

- * Page code > VISTA Rules > Marketing Channel Rules > Processing Rules
- * Page code > Processing Rules > VISTA Rules > Marketing Channel Rules
- * Marketing Channel Rules > Page code > Processing Rules > VISTA Rules

Explanation

The order in which these data components are processed is page code > VISTA Rules > Marketing Channel Rules > Processing Rules. This means that page code is processed first, then VISTA Rules are applied on top of page code data, then Marketing Channel Rules are applied on top of VISTA Rules data, and finally Processing Rules are applied on top of Marketing Channel Rules data.

References:

<https://experienceleague.adobe.com/docs/analytics/admin/admin-tools/channel-manager/marketing-channels-ove>

<https://experienceleague.adobe.com/docs/analytics/admin/admin-tools/channel-manager/marketing-channels-ove>

NO.37 An analyst is given a list of specific events a user must take to complete a purchase. What would be used to see the conversion rate between steps?

- * Cohort Table
- * Fallout Visualization
- * Flow Visualization

Explanation

A Fallout Visualization is a tool that shows the conversion rate between steps or touchpoints in a user journey.

It can help identify where users drop off or complete a goal, such as a purchase. It can also support different types of touchpoints, such as pages, events, segments, or dimensions.

References:

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/fallout.html?lang=en>

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/fallout.html?lang=en>

NO.38 Refer to the exhibit:

● Top Metrics Against Segments

Metrics	Purchasers	Non-Purchasers	Difference Score
1. Video Views / Visitors	9.78	2.22	0
2. Video Time Viewed / Visitors	0.65	0.18	0
3. Searches / Visitors	0.51	0.19	0
4. Page Events / Visitors	2.56	1.17	0
5. New Engagements / Visitors	0.88	0.96	0

What is a valid interpretation of this Segment Comparison between Purchasers and Non-Purchasers segments?

- * Video Views/Visitors is the most statistically significant difference between the two segments.
- * On average, Purchasers view 81 % more videos than Non-Purchasers.
- * Purchasers are 81 % more likely to complete a Video View than Non-Purchasers.

Explanation

A valid interpretation of this Segment Comparison between Purchasers and Non-Purchasers segments is that on average, Purchasers view 81 % more videos than Non-Purchasers. This means that the average Video Views per Visitor for Purchasers is 81 % higher than that for Non-Purchasers. Video Views/Visitors is not the most statistically significant difference between the two segments, as it has a low confidence level of 68 %.

Purchasers are not 81 % more likely to complete a Video View than Non-Purchasers, as this would imply a probability or conversion rate, not an average.

References:

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/components/segment-comparison>

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/components/segment-comparison>

NO.39 What column options can an analyst choose to manage data feeds?

- * Feed Name, Data Columns, Interval and Job history
- * Feed Name, Data Dimensions, Start Date and End Date
- * Report Suite, Destination Type, Destination Host and Interval

Explanation

The column options that an analyst can choose to manage data feeds are Report Suite, Destination Type, Destination Host and Interval. These columns show information about each data feed configuration, such as which report suite it belongs to, what type of destination it uses (FTP or SFTP), what host name it connects to, and what interval it runs on (hourly or daily). Feed Name, Data

Columns, Data Dimensions, Start Date and End Date are not column options for managing data feeds.

References: <https://experienceleague.adobe.com/docs/analytics/export/data-feeds/data-feeds-ui.html?lang=en>

<https://experienceleague.adobe.com/docs/analytics/export/data-feeds/data-feeds-ui.html?lang=en#manage-data-f>

NO.40 In Analysis Workspace a Flow Visualization can be created.

What is the benefit of using the correct configuration of Flow Visualization?

- * It enables the expansion of a column to show all nodes. By default, only the top five nodes are displayed.
- * It is based on instances of a dimension. However, this configuration does not offer the option to exclude repeated instances, for example, Page reloaded.
- * It allows analyzation of the visitor's path for the same visit only

Explanation

A Flow Visualization is a tool that shows the path that users take through a website or app. It can help identify common or uncommon behaviors, drop-offs, loops, or exits. One benefit of using the correct configuration of Flow Visualization is that it enables the expansion of a column to show all nodes. By default, only the top five nodes are displayed in each column, but you can click on the expand icon to see more nodes.

References:

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/flow.html?lang=en>

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/flow.html?lang=en>

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