

Adobe.AD0-E208.v2023-12-13.q17

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NEW QUESTION: 1

A business owner is reviewing quarterly financial data and looks to complete projections for the upcoming quarter.

Which tool should be used to enable this analysis?

- A. Adobe Experience Platform
- B. Data Feed
- C. Marketing Channels

Answer: (SHOW ANSWER)

Explanation

Adobe Experience Platform is a tool that enables data integration, analysis, and visualization across different sources and channels. It can help business owners to review historical data and create projections for the future.

References: <https://experienceleague.adobe.com/docs/experience-platform/landing/home.html?lang=en>

NEW QUESTION: 2

A UI/UX manager is concerned that a recent change in the design of a landing page may be confusing to visitors.

Which two variables would be used to evaluate the impact of the design change on site traffic to that landing page? (Choose two.)

- A. Bounce Rate
- B. Time Spent on Page
- C. Visitors
- D. Entries

Answer: A,B (LEAVE A REPLY)

Explanation

Bounce rate and time spent on page are two metrics that can indicate how engaging and user-friendly a landing page is. A high bounce rate means that visitors are leaving the site after viewing only one page, which may suggest that the page is not relevant or appealing to them. A low time spent on page means that visitors are not spending enough time to explore the content or take action on the page, which may also imply that the page is confusing or uninteresting.

References: <https://experienceleague.adobe.com/docs/analytics/components/metrics/bounce-rate.html?lang=en>

<https://experienceleague.adobe.com/docs/analytics/components/metrics/time-spent.html?lang=en>

NEW QUESTION: 3

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

- A.** Using a visitor-based segment as a touchpoint inside a visit-context Fallout Visualization
- B.** Using a visit-based segment as a touchpoint inside a visit-context Fallout Visualization
- C.** Using a visit-based segment as a touchpoint inside a visitor-context Fallout Visualization

Answer: B ([LEAVE A REPLY](#))

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.

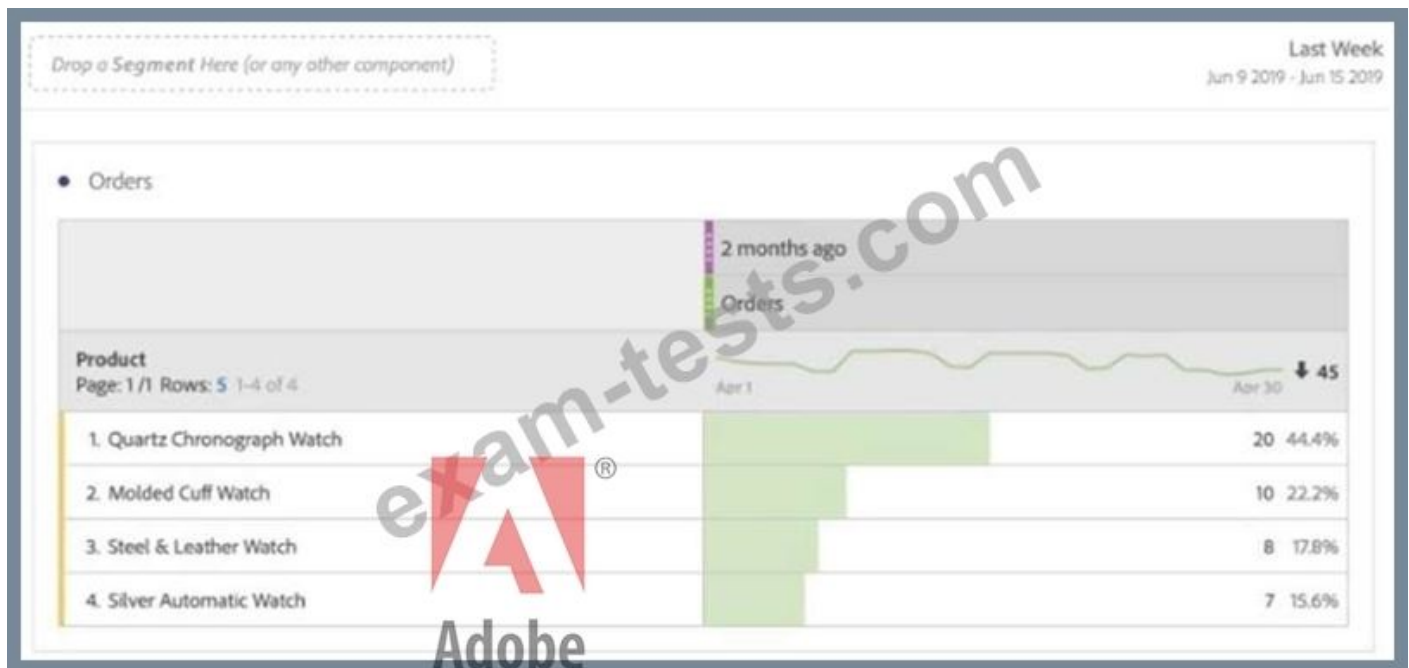
References:

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

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

NEW QUESTION: 4

Refer to the exhibit.



The date range is applied at the panel level, and a different date range is applied on top of the "Orders" metric.

Which values are displayed in the table?

- A. Product orders recorded last week
- B. Only product orders that have been purchased both two months ago and last week
- C. Product orders recorded two months ago

Answer: ([SHOW ANSWER](#))

Explanation

The values displayed in the table are only product orders that have been purchased both two months ago and last week. This is because when a date range is applied at both the panel level and the metric level, the resulting date range is the intersection of both date ranges. In this case, since the panel date range is two months ago and the metric date range is last week, only the data that falls within both date ranges will be shown.

References: <https://experienceleague.adobe.com/docs/analytics/components/time/time-overview.html?lang=en>

<https://experienceleague.adobe.com/docs/analytics/components/time/time-overview.html?lang=en#date-range-in>

NEW QUESTION: 5

A spike in traffic is observed for a specific day. Knowing that there are no campaigns running, the first hypothesis is that this is bot traffic.

Which Adobe Analytics tool may be used to identify the IP of the user that contributes to this spike in traffic without using a custom variable?

- A. Data Warehouse
- B. Anomaly Detection
- C. Analysis Workspace

Answer: ([SHOW ANSWER](#))

Explanation

Data Warehouse is a tool that allows you to run custom queries on raw data and export the results to various formats. It can also provide the IP address of the user as a dimension, which can help identify bot traffic without using a custom variable.

References:

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

<https://experienceleague.adobe.com/docs/analytics/components/dimensions/ip-address.html?lang=en>

NEW QUESTION: 6

A user needs to share an important segment with a group of users in a Product Profile Group. Why can't a member of his Product Profile Group view the segment?

- A. The user forgot to select "Make this segment public".
- B. The user forgot to curate the Segment.
- C. The user only selected "Make this segment public-".

Answer: ([SHOW ANSWER](#))

Explanation

The reason why a member of his Product Profile Group cannot view the segment is that the user forgot to select "Make this segment public". When a segment is created or edited, there is an option to make it public or private under the Share With section. If the segment is private, only the creator can use it. If the segment is public, it can be shared with all users, product profile groups, or individual users who have access to the same report suite. The user did not need to curate or duplicate the segment.

References:

<https://experienceleague.adobe.com/docs/analytics/components/segments/segment-sharing.html?lang=en>

<https://experienceleague.adobe.com/docs/analytics/components/segments/segment-sharing.html?lang=en#sharing>

NEW QUESTION: 7

A web analyst is viewing a report in an Analysis Workspace freeform table and sees a dark gray triangle.



What is this specifying in the report?

- A. Data includes outside data source
- B. Incomplete data
- C. Data anomaly detected

Answer: C ([LEAVE A REPLY](#))

Explanation

A dark gray triangle in a report indicates that a data anomaly has been detected for that data point. It means that the value is significantly different from the expected range based on historical data and seasonality.

References:

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/predictive-analytics/anomaly-det>

NEW QUESTION: 8

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?

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

Answer: B ([LEAVE A REPLY](#))

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=>

NEW QUESTION: 9

In the Solution Design Reference document, variable 'Product Category' is assigned to "eVar4" and is set on a product page with value "Shoes". It is then not recorded in the shopping cart page, the "Order summary" page, or the "Order completion" pages.

The variable is configured like this:

The screenshot shows the configuration for a variable named 'Evar #4'. The 'Status' is 'Enabled'. The 'Name' is 'Product Category' and the 'Type' is 'Text String'. The 'Description' field is empty. Under 'Merchandising', 'Conversion Variable Syntax' is checked. The 'Allocation' is set to 'Most Recent (Last)'. The 'Expire After' event is 'Visit'. The 'Reset' option is 'Do Not Reset'. The 'Enable Merchandising' checkbox is checked and labeled 'Enabled'.

If we count the number of orders per product category in a report, which value receives one order after one visitor completes a purchase from that Product page?

- A. Order completion
- B. Shoes
- C. None

Answer: ([SHOW ANSWER](#))

Explanation

Since eVar4 is set to expire after purchase event, the value "Shoes" will be persisted throughout the visit until the order is completed. Therefore, the report will show one order for product category "Shoes".

References:

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

NEW QUESTION: 10

Which is a benefit of using a Virtual Report Suite?

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

Answer: A ([LEAVE A REPLY](#))

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>

NEW QUESTION: 11

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?

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

Answer: ([SHOW ANSWER](#))

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=>

NEW QUESTION: 12

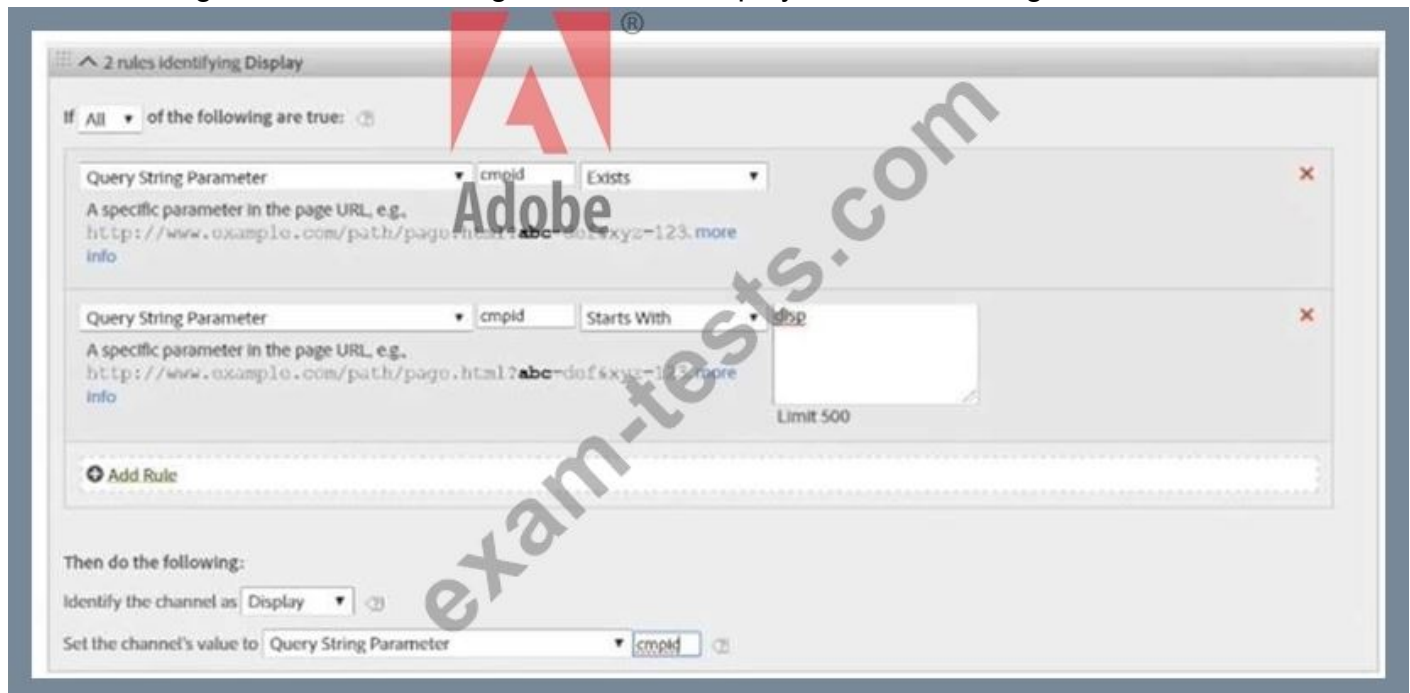
A media agency is running a Display campaign, but none of the data is credited to the Display marketing channel in Adobe Analytics.

Here are some example tracking codes provided by the media agency:

?cid=disp_lifestyle_summer2019.088653 ?cid=disp_summer2019_branding_647821

?cid=disp_671244_hero_summer2019

The Marketing Channel Processing Rule for the Display channel is configured as follows:



What is causing the loss of data in Adobe Analytics?

- A. The Marketing Channel processing rule is not set up to collect data for the summer2019 campaign.

- B.** The Marketing Channel processing rule is using a different query string parameter.
- C.** The variables in the tracking code are not following a consistent taxonomy.

Answer: ([SHOW ANSWER](#))

Explanation

The reason why none of the data is credited to the Display marketing channel in Adobe Analytics is that the Marketing Channel processing rule is using a different query string parameter. The tracking codes provided by the media agency use the parameter "cid", but the processing rule is looking for the parameter "cmpid".

Therefore, the rule will not match any of the tracking codes and will not assign them to the Display channel.

References:

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

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

NEW QUESTION: 13

A chart displaying the daily trend of Orders and their performance against the daily average for the last month is needed.

How can this requirement be met?

- A.** Use a Line Visualization to trend the Orders and the daily average as a Calculated Metric in the same chart.
- B.** Use a Bullet Visualization to trend the Orders and Day dimension in the same chart.
- C.** Use a Histogram Visualization to trend the Orders and enable the settings to show the trend against the average value.

Answer: ([SHOW ANSWER](#))

Explanation

The best way to display the daily trend of Orders and their performance against the daily average for the last month is to use a Line Visualization to trend the Orders and the daily average as a Calculated Metric in the same chart. A Calculated Metric can be created by using the Average function on Orders and applying a date range of last month. A Line Visualization can show both metrics as lines on the same chart, allowing for easy comparison.

References:

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

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

NEW QUESTION: 14

Two single condition Segments are set up for creating a Virtual Report Suite. Both Segments are visit scoped and have the following rule using default Dimensions:

Segment A: Marketing Channel equals 'Social Networks' Segment B: Countries equals 'United Kingdom' Which data subset of the source Report Suite will be available when using this Virtual Report Suite?

- A. Visit data for visits coming from a Social Network OR from the United Kingdom
- B. Visit data for visits coming from a Social Network AND from the United Kingdom
- C. All Visitor data for visits coming from a Social Network AND from the United Kingdom

Answer: B (LEAVE A REPLY)

Explanation

The data subset of the source report suite that will be available when using this virtual report suite is visit data for visits coming from a Social Network AND from the United Kingdom. This is because when two single condition segments are set up for creating a virtual report suite, they are combined with an AND logic. This means that only the visits that match both segments will be included in the virtual report suite.

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-overview.html?lang=en#>

NEW QUESTION: 15

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?

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

Answer: C (LEAVE A REPLY)

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>

NEW QUESTION: 16

An analyst has been given a list of dimensions available to conduct an analysis on their hospital's doctor site.

The Solution Design Reference (SDR) contains:

event1 - Start Appointment Booking - Set on: Appointment Booking Start

event2 - Booking Complete - Set on: Appointment Booking Complete

eVar1 - Doctor Type - Set on: event2

eVar2 - Number of Available Appointments - Set on event1

prop1 -Appointment Pathing

Given the SDR, which report can be generated?

A. Booking Completion Rate

B. Time to Book an Appointment

C. Length of Appointments

Answer: A (LEAVE A REPLY)

Explanation

Given the SDR, the report that can be generated is Booking Completion Rate. This is a measure of how many visitors who started an appointment booking completed it. It can be calculated by dividing event2 (Booking Complete) by event1 (Start Appointment Booking). The other reports, Time to Book an Appointment and Length of Appointments, cannot be generated with the given SDR, as they require additional variables or data sources.

References:

<https://experienceleague.adobe.com/docs/analytics/components/metrics/calculated-metrics.html?lang=en>

<https://experienceleague.adobe.com/docs/analytics/components/metrics/calculated-metrics.html?lang=en#calcula>

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NEW QUESTION: 17

In Analysis Workspace, which two types of components can be used in order to filter the scope of the report to a specific section of the website? (Choose two.)

A. Dimensions

B. Segments

C. Time

D. Standard Metrics

Answer: B,C (LEAVE A REPLY)

Explanation

In Analysis Workspace, segments and time are two types of components that can be used to filter the scope of the report to a specific section of the website. Segments are subsets of data based on certain criteria, such as page name, traffic source, device type, etc. Time is a component that allows you to specify a date range or granularity for your report. Dimensions and standard metrics are not components that can be used to filter the scope of the report, but rather to break down or measure the data.

References:

<https://experienceleague.adobe.com/docs/analytics/components/segments/segments-overview.html?lang=en>

<https://experienceleague.adobe.com/docs/analytics/components/time/time-overview.html?lang=en>

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