Question 1

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.?

Options:

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

B- s.products = 'Example category;Example product;l ;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-developer-professional-study-guide.pdf). The syntax for setting the products variable is: s.products = 'category;product;quantity[;price][;events][;eVars] The "l" 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 2

Question Type: MultipleChoice

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?

Options:

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-developer-professional-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 3

Question Type: MultipleChoice

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?

Options:

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].

Question 4

Question Type: MultipleChoice

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?

Options:

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.

Adobe Analytics Developer Documentation: https://docs.adobe.com/content/help/en/analytics/implementation/vars/page-vars/config-vars.html#section_59B0D9A9A11C4D0FAF2F6622C3D78420

Question 5

Question Type: MultipleChoice

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

Options:
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/parameters-reference/s_account

Question 6

Question Type: **MultipleChoice**

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

Options:

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 7

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

Options:

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 8

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?

Options:

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 9

Question Type: MultipleChoice

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?

Options:

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 10

Question Type: **MultipleChoice**

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

Options:

A- Republish the appropriate libraries.

B- Define different levels of user permissions.

C- Create data elements are 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 11

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

Options:

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 12

Question Type: MultipleChoice

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?

Options:

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.