



Free Questions for AD0-E202 by dumpsheet

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Question 1

Question Type: MultipleChoice

The investment bank of a co-operative users Adobe analytics to monitor the use of its online banking. They use it to measure Appointment scheduled with account managers, who will then call clients al specified times. The IT team decides to integrate the appointment data captured in Adobe Analytics with the manager's calendar, as close to real-time as possible.

How can this need to met.

Options:

- A)** Create a project in Analytics Workspace with broken data per hour and a line graph per minute. So you can check the number of schedules.
- B)** Use the Adobe Analytics API to have the Hit data in the shortest possible time, and thus cross the agenda of the bank account managers.
- C)** Use an hourly time export from Adobe Analytics Data Warehouse to integrate data with the account manager's schedule data.
- D)** Perform the extraction hourly via Data Feed, and cross them through the Data Stamp with the data of the agents of the account manager backing an hour.

Answer:

C

Question 2

Question Type: MultipleChoice

Refer to the exhibit.

The screenshot shows a Salesforce Flow Builder interface. At the top left, there is a 'Show' button and a dropdown menu set to 'Visitor'. To the right is an 'Options' gear icon. The main area contains two parallel paths connected by an 'Or' connector. The first path is titled '(Visit Number equals 7)' and contains a condition 'Visit Number equals 7'. The second path is titled 'Abandon Cart' and contains a condition 'Cart Additions (scAdd) exists'. Both paths lead to a 'Then' step with a condition 'Orders does not exist'. A mouse cursor is pointing at the 'Orders does not exist' condition.

If the logic between the two containers within the segment is changed from "OR" to "AND", what will occur?

Options:

- A) No orders will be displayed.
- B) All the cart additions that are greater than or equal to seven will be displayed.
- C) The orders that are below seven will be displayed
- D) The orders that are above seven will be discovered.

Answer:

C

Question 3

Question Type: MultipleChoice

A marketing organization has ongoing marketing efforts across multiple channel. In the past, the organization the following URL parameters to track their efforts:

mpid: to identify the marketing agency partner

afid: for affiliate ID

campid: to track the campaign ID

itrkid: for internal campaigns

offerid: tracks the special offer ID

The marketing manager asks the analyst to provide an example URL that the team can replicate.

What is a valid landing page URL with appropriate values?

Options:

A) Option

domain.com/landing-
page/mpid=value&afid=value&campid=value&itrkid=value&offerid=value

B) Option

domain.com/landing-
page/mpid=value&afid=value&campid=value&itrkid=value&offerid=value

C) Option

domain.com/landing-
page/mpid=value&afid=value&campid=value&itrkid=value&offerid=value

D) Option

domain.com/landing-
page/mpid=value&afid=value&campid=value&itrid=value&offerid=value

Answer:

B

Question 4

Question Type: MultipleChoice

The e-commerce team of a home furniture store notices a decrease in numbers of orders over the last two months for the bedroom category.

Which three metrics are relevant to include in the report to investigate the decrease?

Fallout rate for each step in the purchase funnel for the bedroom" category

Options:

A) Cart additional for bedroom" category

- B) Revenue for the bathroom" category
- C) Page views for bathroom" category
- D) Average Page views per category
- E) Orders per product in the bedroom category

Answer:

A, D, E

Question 5

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) Change the name of the metrics in the column settings of the table to the desired value.
- B) Manually edit the label of the metric to show up as desired.
- C) Use a calculated metric derived from the original metric, naming it as desired.
- D) Change the name of the metric in the report Suite Manager in the Success Events Section

Answer:

A

Question 6

Question Type: MultipleChoice

A learning platform is prompting the registration to a webinar on three pages. On each page

Each page there is a button for webinar registration. Clicking the button triggers event1.

On page A they have a featured video presenting the webinar. The video named 'New webinar' is recorded in evar4, once the video is played. Page B and Page C do not have any videos.

Consider the following scenario:

A user comes to page A, watch the video and clicks on the registration button, but then decides to also check page B, then C. On page C the user clicks again on the registration button. What other of any, should be in place, so that only one registration click is associated with the webinar" value of evar4.

Options:

- A) The Participation setting should be disable for event1.
- B) No other setting is needed, as evar4 is set only on the first page.
- C) The Unique Event recording setting should be checked for event1.
- D) The linear Allocation setting should be enabled for evar4.

Answer:

C

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