



Adobe AD0-E207 Practice Questions

Shared by Rush on 19-08-2026

For More Free Questions and Preparation Resources

Check the Links on Last Page



Question 1

Question Type: MultipleChoice

An Architect needs to track a site feature with a new eVar and make sure that the data is GDPR compliant. The Architect has already configured the new eVar in the Report Suite Admin panel. Which additional task should the Architect perform?

Options:

- A- In existing Report Builder spreadsheets, add the new variable to existing data requests
- B- In the Data Sources panel, add the new variable to any scheduled imports
- C- In the Data Governance Admin panel, add data governance labels to the variable
- D- In the Data Connectors Admin panel, add the new variable to existing Data Connector configurations

Answer:

C

Explanation:

Business Requirement: Ensure GDPR compliance for a new eVar tracking a site feature.

Additional Configuration:

Data Governance Labels: Essential for ensuring that the data collected complies with GDPR by appropriately labeling the data for privacy and security.

Explanation:

Data Governance Admin panel: Adding governance labels to the new eVar helps categorize and manage data according to GDPR compliance standards.

Verification: According to Adobe Analytics GDPR compliance documentation, adding governance labels in the Data Governance Admin panel is a critical step for ensuring data privacy and compliance (Adobe Analytics GDPR Compliance Guide).

Question 2

Question Type: MultipleChoice

A company develops a new website using a Single Page Application framework. A data layer variable called dataLayer.url is updated with the correct URL when each state change happens.

Which variable should the Architect map to dataLayer.url?

Options:

- A- s.pageURL
- B- s.linkInternalFilters
- C- s.url
- D- s.spaURL

Answer:

A

Explanation:

For Single Page Applications (SPAs), it is important to capture the URL changes correctly. The s.pageURL variable should be mapped to dataLayer.url to ensure that Adobe Analytics captures the correct URL each time the state changes in the SPA. This allows accurate tracking of user navigation within the SPA framework.

Question 3

Question Type: MultipleChoice

A company "XYZ Corp" has multiple departments and would like to restrict access to data to different business groups based on their own department. What would be the correct ways of restricting the data? (Select two.)

Options:

- A- Create segments for each department and share the appropriate segment with the analyst.
- B- Create a global report suite with an eVar set to the department then create virtual suites based on that eVar.
- C- Create individual report suites with an eVar set to the site name then create a rollup of the suites.
- D- Create individual reports suites for each department and assign each analyst the access rights.

Answer:

B, D

Explanation:

To restrict data access to different business groups based on their department, the following methods can be used:

Create a global report suite with an eVar set to the department then create virtual suites based on that eVar. This method allows for a single comprehensive dataset that can be segmented into virtual report suites for each department, making data management and reporting easier.

Create individual report suites for each department and assign each analyst the access rights. This approach provides complete data isolation for each department, ensuring that analysts only have access to their respective department's data.

Both methods ensure that data access is properly restricted and managed according to departmental boundaries.

Question 4

Question Type: MultipleChoice

An Architect is unable to analyze all internal search terms for the previous month because 15% of the internal search terms fall into "(low traffic)".

Which two extraction methods will show all search terms? (Choose two.)

Options:

- A- Data Extract
- B- Report Builder
- C- Data Warehouse
- D- Data Feeds
- E- Reporting API

Answer:

C, D

Explanation:

Business Requirement: Analyze all internal search terms, including those falling into the '(low traffic)' category.

Extraction Methods:

Data Warehouse: Provides comprehensive data extraction capabilities, allowing for the retrieval of detailed and granular data that might not be fully visible in standard reports.

Data Feeds: Offers raw data extraction capabilities, enabling the capture of all search terms without the aggregation and sampling that can occur in standard reports.

Data Warehouse: Can export detailed data, bypassing the '(low traffic)' limitation by accessing the raw, unsampled data.

Data Feeds: Provides a way to extract raw data directly from Adobe Analytics, ensuring that all search terms, including those with low traffic, are included.

Verification: According to Adobe Analytics documentation, using Data Warehouse and Data Feeds are recommended methods for extracting comprehensive datasets, including detailed search terms (Adobe Analytics Data Warehouse Guide, Data Feeds Documentation).

Question 5

Question Type: MultipleChoice

In reviewing data from a Data Feeds request, an Architect sees that on the same hit, eVar1 has no value but post_eVar1 has the value: PDP:summer:sunglasses

Why are these values different?

Options:

- A- eVar1 has classifications associated with it that parse out values based on the ':' delimiter.
- B- The values in eVar1 are set by processing rules or Vista Rules.
- C- eVar1 was set through the data insertion API.
- D- Due to the size of the payload. this server call was sent through the POST method.

Answer:

B

Explanation:

The difference between eVar1 and post_eVar1 values indicates that processing rules or Vista

Rules are being applied. Processing rules or Vista Rules can modify the values of variables after the initial data collection. In this case, eVar1 initially has no value, but post_eVar1 shows the modified value 'PDP:summer

' after the application of these rules.

Question 6

Question Type: MultipleChoice

An Architect needs to track a site feature with a new eVar and make sure that the data is GDPR compliant. The Architect has already configured the new eVar in the Report Suite Admin panel. Which additional task should the Architect perform?

Options:

- A- In existing Report Builder spreadsheets, add the new variable to existing data requests
- B- In the Data Sources panel, add the new variable to any scheduled imports
- C- In the Data Governance Admin panel, add data governance labels to the variable
- D- In the Data Connectors Admin panel, add the new variable to existing Data Connector configurations

Answer:

C

Explanation:

Business Requirement: Ensure GDPR compliance for a new eVar tracking a site feature.

Additional Configuration:

Data Governance Labels: Essential for ensuring that the data collected complies with GDPR by appropriately labeling the data for privacy and security.

Explanation:

Data Governance Admin panel: Adding governance labels to the new eVar helps categorize and manage data according to GDPR compliance standards.

Verification: According to Adobe Analytics GDPR compliance documentation, adding governance labels in the Data Governance Admin panel is a critical step for ensuring data privacy and compliance (Adobe Analytics GDPR Compliance Guide).

Question 7

Question Type: MultipleChoice

A retail company is tracking the following:

- * An event for clicks on navigation
- * An eVar for navigation items clicked on
- * A conversion syntax merchandising eVar tracking navigation as a product finding method (PFM)

The company is in the beginning stages of a site redesign and wants to optimize their navigation system.

Before they can optimize, the company needs to benchmark how effectively their current navigation system brings visitors deeper into the site to find products.

Which metric should the Architect use?

Options:

- A- (Units) - r (orders where Navigation is the PFM)
- B- Navigation click-through rate (Navigation clicks * page views)
- C- Navigation usage rate per visit (Navigation clicks * visits)
- D- (Product Views with Navigation as the PFM) * (Navigation clicks)

Answer:

C

Explanation:

To benchmark the effectiveness of the current navigation system, the Architect should look at the navigation usage rate per visit. This metric, calculated by multiplying the number of navigation clicks by the number of visits, provides insight into how often visitors are engaging with the navigation system on a per-visit basis. It helps to understand the relative frequency of navigation usage, which is crucial for optimizing the system and ensuring that it effectively helps users to explore the site and find products.

Question 8

Question Type: MultipleChoice

An Architect needs to add a new enterprise user via the Adobe Admin console for enterprises. Which steps should the Architect take?

Options:

- A- Input the user's Adobe ID, assign a product, and assign the user to a user group
- B- Input the user's email address, assign a product profile, and assign the user to a user group
- C- Input the user's Adobe ID, assign a product, and assign the user to the default user group
- D- Input the user's email address, assign a product profile, and assign a product to the profile

Answer:

B

Explanation:

To add a new enterprise user via the Adobe Admin Console for enterprises, the Architect should follow these steps:

Input the user's email address: This is the primary identifier for the user in the Adobe Admin Console.

Assign a product profile: Product profiles determine the level of access and permissions the user will have within the specific Adobe products.

Assign the user to a user group: User groups help in managing users by grouping them based on their roles or responsibilities, simplifying the process of assigning permissions and product profiles.

This method ensures that the user has the correct access and can utilize the Adobe products as intended.

Question 9

Question Type: MultipleChoice

A company has implemented Adobe Analytics and wants to add Adobe Audience Manager using server-side forwarding. The Analyst cannot see any data in Audience Manager.

Where should the Architect enable server-side forwarding?

Options:

- A- Adobe Launch Audience Manager Extension
- B- Adobe Analytics Report Suite settings
- C- Adobe Audience Manager
- D- Adobe Admin Console

Answer:

B

Explanation:

Business Requirement: Enable server-side forwarding to integrate Adobe Audience Manager (AAM) with Adobe Analytics.

Configuration Location:

Adobe Analytics Report Suite settings: This is where server-side forwarding needs to be enabled to allow data to be sent from Adobe Analytics to AAM.

Explanation:

Adobe Analytics Report Suite settings: This setting ensures that data collected in Adobe Analytics is forwarded to Adobe Audience Manager.

Verification: According to Adobe's integration documentation, server-side forwarding is configured within the Adobe Analytics Report Suite settings (Adobe Analytics and Audience Manager Integration Guide).

Question 10

Question Type: MultipleChoice

While preparing for a new analytics implementation for a site, you begin conducting stakeholder interviews. Part of the conversation includes defining KPIs, including custom success events.

Which are two examples of custom success events on a site? (Choose two.)

Options:

- A- cart adds
- B- internal searches
- C- checkouts
- D- form completions
- E- purchases

Answer:

A, D

Explanation:

Custom success events in Adobe Analytics are specific to the business goals and can vary widely depending on the site's purpose. Examples of such events typically include actions that are significant indicators of user engagement or progress through a conversion funnel:

Cart Adds: Tracking how often users add items to their cart.

Form Completions: Monitoring the number of users who complete and submit forms on the site.

These are distinct from more generic metrics like purchases or checkouts which are often predefined standard events in many analytics implementations.

Question 11

Question Type: MultipleChoice

For internal search terms, a company wants to give credit to the original keyword used to find a product. On the first visit, a customer searches for "Mobile" and views the Nebulous Pro.

During the second visit, the customer refines this search to "5G Mobile" and views the Nebulous Pro again. The customer then purchases the Nebulous Pro for \$200 on the third visit. The company wants "Mobile" to receive credit.

Which configurations should the Architect apply?

Options:

- A- Configure an eVar as Merchandising with Original Value (First) allocation and set the expiration to 3rd Visit.
- B- Configure an event to capture the revenue and enable the participation and set the expiration

of the visit to 90 days.

C- Configure an event as Merchandising event to capture the revenue and set the expiration of the visit to 30 days.

D- Configure an eVar as a Merchandising Variable with Original Value (First) allocation and set the expiration to the purchase event.

Answer:

D

Explanation:

Business Requirement: The company wants to ensure that the original search term ('Mobile') receives credit for the purchase, despite subsequent searches.

Understanding Merchandising eVars: Merchandising eVars are used to attribute success events (like purchases) to specific values captured earlier (like search terms).

Allocation and Expiration Settings:

Original Value (First) Allocation: This setting ensures that the first value captured (in this case, 'Mobile') remains attributed to the visitor, regardless of subsequent values.

Expiration Setting: Setting the expiration to the purchase event ensures that the value ('Mobile') remains active until the visitor makes a purchase.

Explanation:

Configure an eVar as Merchandising Variable: This allows tracking specific values like search terms in relation to product views and purchases.

Original Value (First) Allocation: Ensures that the initial search term ('Mobile') gets credit.

Expiration to Purchase Event: Keeps the eVar value until the purchase is made, ensuring accurate attribution.

Verification: According to Adobe Analytics documentation on Merchandising eVars, using Original Value allocation with appropriate expiration settings ensures correct attribution of original search terms to final purchases (Adobe Analytics Implementation Guide).

Question 12

Question Type: MultipleChoice

While auditing an Adobe Analytics implementation, an Architect discovers that reports built using the Marketing Channel dimension show a large proportion of "None" visits.

Which two steps should be taken to diagnose the problem? (Select two.)

Options:

- A- Break down 'None1' Marketing Channel by Tracking Code
- B- Review Marketing Channel Processing Rules
- C- Review Marketing Channel Data Feeds
- D- Check that Internal URL Filters are configured correctly
- E- Review Marketing Channel Data Connector settings

Answer:

B, D

Explanation:

Overview of the Issue: The 'None' value in Marketing Channel reports indicates visits that are not attributed to any of the defined marketing channels.

Potential Diagnostic Steps:

Break down 'None' Marketing Channel by Tracking Code: This can provide insights but does not directly address the underlying configuration issues.

Review Marketing Channel Processing Rules: Ensures that the rules are correctly defined and applied. Incorrect or missing rules can result in visits being categorized as 'None'.

Review Marketing Channel Data Feeds: Useful for data validation but not for configuration troubleshooting.

Check that Internal URL Filters are configured correctly: Ensures that internal traffic is filtered out and does not interfere with marketing channel attribution.

Review Marketing Channel Data Connector settings: Relevant for integrations but not for basic processing rule configurations.

Explanation:

Review Marketing Channel Processing Rules: Essential to verify that all necessary rules are correctly set up to attribute visits to the correct channels.

Check that Internal URL Filters are configured correctly: Ensures that visits from internal sources do not affect marketing channel data, preventing incorrect attribution to 'None'.

Verification: According to Adobe Analytics Implementation documentation, reviewing processing rules and internal URL filters is crucial for accurate channel attribution (Adobe Analytics Implementation Guide).



To Get Premium Files for AD0-E207 Visit

<https://www.p2pexams.com/products/ad0-e207>

For More Free Questions Visit

<https://www.p2pexams.com/adobe/pdf/ad0-e207>

20%
DISCOUNT

P2P
exams