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Question 1

Question Type: MultipleChoice

In which order are these data components processed?

Options:

- A- Page code > VISTA Rules > Marketing Channel Rules > Processing Rules
- B- Page code > Processing Rules > VISTA Rules > Marketing Channel Rules
- C- Marketing Channel Rules > Page code > Processing Rules > VISTA Rules

Answer:

A

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-overview.html?lang=en#data-processing-order> <https://experienceleague.adobe.com/docs/analytics/admin/admin-tools/channel-manager/marketing-channels-overview.html?lang=en#data-processing-order>

Question 2

Question Type: MultipleChoice

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?

Options:

- 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

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#creating-a-virtual-report-suite>

Question 3

Question Type: MultipleChoice

What column options can an analyst choose to manage data feeds?

Options:

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

Answer:

C

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-feeds>

Question 4

Question Type: MultipleChoice

Several end users have complained that Analysis Workspace is too cluttered with infrequently used variables.

How would the Report Suite Admin Console be used to improve their user experience?

Options:

- A- Suggest the team use Data Feeds
- B- Suggest the team use Customize Menus
- C- Suggest the team use Data Warehouse

Answer:

B

Explanation:

The best way to improve the user experience of Analysis Workspace for end users who complain that it is too cluttered with infrequently used variables is to suggest the team use Customize Menus. Customize Menus is a feature that allows users to hide or show dimensions, metrics, segments, or date ranges in Analysis Workspace based on their preferences. This can help reduce clutter and improve efficiency. Suggesting the team use Data Feeds or Data Warehouse will not help with this issue, as they are different tools that are used for exporting or importing data.

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

Question 5

Question Type: MultipleChoice

A key is matched to multiple rules and it sets the same classification column shown in the Set Classification column.

How can a user control the order?

Options:

- A- Rank the most important first in the rule set.
- B- Rank both rules using Linear in the rule set.
- C- Rank the most important rule last in the rule set.

Answer:

C

Explanation:

If a key is matched to multiple rules and it sets the same classification column, the user can control the order by ranking the most important rule last in the rule set. This is because classification rules are applied from bottom to top, so the last rule that matches a key will overwrite any previous rules that also matched the same key. Ranking the most important rule first or using linear ranking will not work, as they will not ensure that the most important rule takes precedence over the others.

References: <https://experienceleague.adobe.com/docs/analytics/components/classifications/classifications-ruleset.html?lang=en>
<https://experienceleague.adobe.com/docs/analytics/components/classifications/classifications-ruleset.html?lang=en#rule-order>

Question 6

Question Type: MultipleChoice

Various reports show None, Unspecified, Other, or Unknown, depending on the specific report viewed. Generally, this breakdown means that the variable was not defined or otherwise unavailable.

Which statement explains the possible behavior of the data?

Options:

- A-** When viewing classification data, any value that does not have data associated with that particular classification returns 'OTHER'. To resolve this issue, create a classification export file and classify the appropriate columns.
- B-** Similarly to non-mobile hits in mobile reports, mobile hits in all Visitor Profile | Technology reports are listed as 'UNSPECIFIED'.
- C-** This happens when a user comes to a site for the first time and makes a purchase without firing eVar1. If orders are viewed in the eVar1 report, there is no value to attribute this order to, so it will appear as 'NONE'.

Answer:

C

Explanation:

The statement that explains the possible behavior of the data is that this happens when a user comes to a site for the first time and makes a purchase without firing eVar1. If orders are viewed in the eVar1 report, there is no value to attribute this order to, so it will appear as "NONE". This means that eVar1 was not set on any page or hit during the visit where the order occurred, so there is no way to associate the order with any value of eVar1. The other statements are not correct explanations of why None, Unspecified, Other, or Unknown may appear in various reports.

References: <https://experienceleague.adobe.com/docs/analytics/components/variables/conversion-variables/conversion-var-overview.html?lang=en> <https://experienceleague.adobe.com/docs/analytics/components/variables/conversion-variables/conversion-var-overview.html?lang=en#unspecified-values>

Question 7

Question Type: MultipleChoice

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?

Options:

- A- Classification Importer
- B- Data Sources
- C- Data Connector

Answer:

B

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#data-sources-types>

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