



Free Questions for AD0-E208 by ebraindumps

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Question 1

Question Type: MultipleChoice

The conversion percentage from one step to another in a Fallout Visualization is 104%. What could be the reason the percentage is over 100%?

Options:

- A- The success event can be fired outside of the specified funnel order.
- B- Success events cannot be added to a funnel.
- C- Another report suite's data is polluting the funnel.

Answer:

A

Explanation:

The Fallout visualization can show a conversion percentage over 100% if the success event can be fired outside of the specified funnel order. For example, if a visitor completes a purchase before viewing a product, the purchase event will still be counted in the fallout even though it happened before the product view event.

References: <https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/fallout.html?lang=en#over-100-percent-conversion>

Question 2

Question Type: MultipleChoice

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?

Options:

- 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:

A

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=en#next-hit-vs-eventual-path>

Question 3

Question Type: MultipleChoice

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?

Options:

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

Answer:

A

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>

Question 4

Question Type: MultipleChoice

Analyzing the data in the image below, a data analyst verifies that the report of "entries" per page, shows that the "HomePage A" page is responsible for only 3.4% of the total "entries" to the site:



When comparing this information with the Occurrences per Entry Pages report below, it verifies that the "Homepage A" page has 4.5% of the total Occurrences of the Entry Pages:

Based on both the images and knowledge on the standard metrics of Adobe Analytics, which statement is correct?

Options:

- A-** The Entries metric refers to entries on a given page, and is counted every time the page loads on a visit.
- B-** The Entry Page Dimension refers exclusively to the first page that a visitor lands on the site on every visit, so there are distortions regarding the period of analysis.
- C-** Occurrences refers to all hits associated with a particular entry page, also counting events triggered throughout the session.

Answer:

C

Explanation:

Occurrences is a metric that counts every hit where a dimension value is set, including page views and events. Therefore, if an entry page has more occurrences than entries, it means that visitors who entered through that page also triggered other events during their session. Entries is a metric that counts only the first hit of a visit where a dimension value is set, such as an entry page.

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

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

Question 5

Question Type: MultipleChoice

Which is a benefit of using a Virtual Report Suite?

Options:

- 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

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>

Question 6

Question Type: MultipleChoice

In which two visualizations is the Anomaly Detection report available? (Choose two.)

Options:

- A- Ranked Freeform Table
- B- Line Visualization by Day
- C- Trended Freeform Table
- D- Line Visualization by Week

Answer:

B, D

Explanation:

Anomaly Detection is a feature that automatically detects statistical anomalies in your data based on a daily or weekly granularity. Therefore, it is only available in line visualizations by day or by week, not in ranked or trended freeform tables.

References: <https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/line-visualization.html?lang=en#anomaly-detection> <https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/predictive-analytics/anomaly-detection.html?lang=en>

Question 7

Question Type: MultipleChoice

The Solution Design Reference (SDR) document states that the expiration setting for eVar1 is "never" and the allocation is Most Recent (Last).

What happens to the persisted value when there is a new value collected for eVar11?

Options:

- A- The new and old values are collected separately.
- B- The old value is overwritten.
- C- The old value is not overwritten.

Answer:

B

Explanation:

Since eVar11 has the allocation setting of Most Recent (Last), it means that it will always capture the last value that was set for that variable in a visit. Therefore, if there is a new value collected for eVar11, it will overwrite the old value that was previously persisted.

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

Question 8

Question Type: MultipleChoice

Exhibit.

Freeform Table

	Page Views		Visits		Unique Visitors	
Week ↑	May 1	May 31	May 1	May 31	May 1	May 31
1. Apr 28, 2019		143,048 14.4%		39,410 13.8%		36,268
2. May 5, 2019		240,956 24.3%		65,886 23.0%		59,848
3. May 12, 2019		242,600 24.5%		66,602 23.3%		60,354
4. May 19, 2019		245,652 24.8%		67,672 23.6%		61,328
5. May 26, 2019		118,159 11.9%		47,129 16.5%		42,848
		990,415		286,447		

A business stakeholder receives a Workspace report that indicates that data is incorrect. The sums of the items in the rows do not match the total metric values of the columns in the unique visitors and visits report.

Which statement about the report is true?

Options:

- A- The total row in the table does not represent the sum of all the values in the table for unique visitors and visits.
- B- The report includes data from April, and this inflates the totals.

C- There is a filter applied, and totals are not updated when filters are applied.

Answer:

A

Explanation:

Unique visitors and visits are de-duplicated metrics, which means that they do not add up linearly across dimensions. For example, if a visitor visits two pages in one visit, the total number of unique visitors and visits for those two pages is still one, not two. Therefore, the total row in the table shows the actual number of unique visitors and visits for the whole site, not the sum of the values in the table.

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

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

Question 9

Question Type: MultipleChoice

Refer to the exhibit.

product depa

Product Department (Product)

Freeform Table (2)

		Product Views	Orders	Revenue	
		Last month	This month	Last month	This month
Product Department Page: 1/1 Rows: 50 1-5 of 5		Jan 1 May 30 ↓ 1,869,462	Jan 1 May 30 56,000	May 1 May 31 \$19,743,218	Jan 1 Jun 30 \$10,094
1. Unspecified		1,655,576 88.6%	48,467 86.5%	\$13,520,220 68.5%	\$6,884,787 68.5%
Product Page: 1/256 > Rows: 5 1-5 of 127		Jan 1 May 30 ↓ 1,655,576	Jan 1 May 30 48,467	May 1 May 31 \$13,520,220	Jan 1 Jun 30 \$6,884
Unspecified	1. Unspecified	424,063 25.6%	0 0.0%	\$0 0.0%	\$0 0.0%
	2. Basic High Waist Jean	36,732 2.2%	994 2.1%	\$29,625 0.2%	\$14,125 0.2%
	3. Bling Belt High Waist Jean	36,197 2.2%	1,071 2.2%	\$55,500 0.4%	\$28,500 0.4%
	4. Super High-Rise Wide Leg...	35,187 2.1%	993 2.0%	\$29,835 0.2%	\$15,930 0.2%
	5. Golf Linen Pants	12,938 0.8%	387 0.8%	\$2,310 0.0%	\$1,320 0.0%
2. Mens Fashion		171,135 9.2%	4,922 8.8%	\$236,534 1.2%	\$123,128 1.2%
3. Electronics		98,564 5.3%	5,046 9.0%	\$4,643,900 23.5%	\$2,410,215 23.5%
4. New Arrivals		98,064 5.2%	2,781 5.0%	\$107,517 0.5%	\$58,449 0.5%
5. Women		71,316 3.8%	3,501 6.3%	\$1,235,047 6.3%	\$618,130 6.3%

Analyzing results from multinational e-commerce, a data analyst realizes much of the product view results and orders are being mapped to an "Unspecified" department name.

What is the probable cause?

Options:

- A-** Product Department is a classification of product data. These products are not correctly updated or defined in classifications.
- B-** Product View is not the proper metric for Product Department, thus causing the appearance of 'Unspecified'.
- C-** Not all products will have a defined name and department. The 'Unspecified' is an expected behavior.

Answer:

A

Explanation:

Product Department is a classification of product data that can be used to group products into meaningful categories. If some products are showing up as "Unspecified" in the report, it means that they are not correctly classified or updated in the classification file.

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

Question 10

Question Type: MultipleChoice

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.)

Options:

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

Answer:

A, B

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>

Question 11

Question Type: MultipleChoice

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 Evar #4 in Adobe Analytics. The variable is named 'Product Category' and is of type 'Text String'. It is currently set to 'Enabled' status. The 'Merchandising' section is checked, with 'Conversion Variable Syntax' and 'Binding Events' options. The 'Allocation' is set to 'Most Recent (Last)' and 'Reset' is set to 'Do Not Reset'. The 'Expire After' is set to 'Visit' and 'Enable Merchandising' is set to 'Enabled'.

Property	Value
Status	Enabled
Name	Product Category
Type	Text String
Description	
Merchandising	Conversion Variable Syntax
Merchandising Binding Event	Binding Events
Allocation	Most Recent (Last)
Reset	Do Not Reset
Expire After	Visit
Enable Merchandising	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?

Options:

A- Order completion

B- Shoes

C- None

Answer:

B

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-overview.html?lang=en#expiration>

Question 12

Question Type: MultipleChoice

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?

Options:

A- Adobe Experience Platform

B- Data Feed

C- Marketing Channels

Answer:

A

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>

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