



Adobe AD0-E208 Practice Questions

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Question 1

Question Type: MultipleChoice

A media agency is running a Display campaign, but none of the data is credited to the Display marketing channel in Adobe Analytics.

Here are some example tracking codes provided by the media agency:

?cid=disp_lifestyle_summer2019.088653 ?cid=disp_summer2019_branding_647821
?cid=disp_671244_hero_summer2019

The Marketing Channel Processing Rule for the Display channel is configured as follows:

2 rules identifying Display

If All of the following are true:

- Query String Parameter cmpid Exists
- Query String Parameter cmpid Starts With disp

Then do the following:

Identify the channel as Display

Set the channel's value to Query String Parameter cmpid

What is causing the loss of data in Adobe Analytics?

Options:

- A- The Marketing Channel processing rule is not set up to collect data for the summer2019 campaign.
- B- The Marketing Channel processing rule is using a different query string parameter.
- C- The variables in the tracking code are not following a consistent taxonomy.

Answer:

B

Explanation:

The reason why none of the data is credited to the Display marketing channel in Adobe Analytics is that the Marketing Channel processing rule is using a different query string parameter. The tracking codes provided by the media agency use the parameter "cid", but the processing rule is looking for the parameter "cmpid". Therefore, the rule will not match any of the tracking codes and will not assign them to the Display channel.

References:

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

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

Question 2

Question Type: MultipleChoice

A curator clicks on a tile inside a Mobile Scorecard with no dimension applied to the tile. Which Dimensions will be displayed as the breakdown Dimension?

Options:

A- Browser Type or Days

B- Page Name or Browser

C- Hour or Days

Answer:

C

Explanation:

A Mobile Scorecard is a visualization that shows key metrics and trends for mobile devices. It can also show breakdowns by dimensions when a tile is clicked. If no dimension is applied to the tile, the default breakdown dimensions are Hour or Day, depending on the date range selected.

References:

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/mobile-scorecard.html?lang=en>

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/mobile-scorecard.html?lang=en#breakdown-dimensions>

Question 3

Question Type: MultipleChoice

In Analysis Workspace a Flow Visualization can be created.

What is the benefit of using the correct configuration of Flow Visualization?

Options:

- A- It enables the expansion of a column to show all nodes. By default, only the top five nodes are displayed.
- B- It is based on instances of a dimension. However, this configuration does not offer the option to exclude repeated instances, for example, Page reloaded.
- C- It allows analyzation of the visitor's path for the same visit only

Answer:

A

Explanation:

A Flow Visualization is a tool that shows the path that users take through a website or app. It can help identify common or uncommon behaviors, drop-offs, loops, or exits. One benefit of using the correct configuration of Flow Visualization is that it enables the expansion of a column to show all nodes. By default, only the top five nodes are displayed in each column, but you can click on the expand icon to see more nodes.

References:

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/flow.html?lang=en>

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/flow.html?lang=en#expanding-a-column>

Question 4

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. Key settings include:

- Status:** Enabled
- Name:** Product Category
- Type:** Text String
- Description:** (Empty)
- Merchandising:** Conversion Variable Syntax (checked)
- 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 5

Question Type: MultipleChoice

In Analysis Workspace, what are two ways a Map Visualization can be built? (Choose two.)

Options:

- A- Representing geo segmentation data about visitor location on the DMA or Zip Code level

- B- Using IP address or Latitude/Longitude
- C- Building a Map Visualization using one metric (including calculated metrics)
- D- Building a Map Visualization using two or more metrics (including calculated metrics)

Answer:

A, C

Explanation:

A Map Visualization can be built by representing geo segmentation data about visitor location on the DMA or Zip Code level, which are two dimensions that can be used in a map. Alternatively, a Map Visualization can be built by using one metric (including calculated metrics) that can be applied to any dimension that has geographic data associated with it, such as country or region.

References:

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/map.html?lang=en>

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/map.html?lang=en#map-visualization-requirements>

Question 6

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 eVar1?

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 7

Question Type: MultipleChoice

An analyst wants to use all of the following variables to configure a single fallout report:

- * Landing page prop
- * Marketing channel eVar
- * Product view event
- * Purchase event
- * Product category eVar

Which tool should the analyst use?

Options:

- A- Segment builder
- B- Workspace
- C- Reports and analysis

Answer:

B

Explanation:

Workspace is a tool that allows you to create interactive and customizable reports using various visualizations and components. It can also support multiple variables in a single fallout report, unlike segment builder or reports and analysis.

References:

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

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/fallout.html?lang=en#creating-a-fallout-visualization>

Question 8

Question Type: MultipleChoice

A user without administrator rights needs to share an important segment with a group of users in a Product Profile.

How would the segment be shared?

Options:

A- All users and Individual Users

B- Individual Users and Product Profile Group

C- All users, Product Profile Group, or Individual Users

Answer:

C

Explanation:

A user without administrator rights can share an important segment with a group of users in a Product Profile by choosing one of the following options: All users, Product Profile Group, or Individual Users. These options are available in the segment settings under the Share With section. All users will make the segment available to everyone who has access to the same report suite. Product Profile Group will make the segment available to a specific group of users who have been assigned to a product profile. Individual Users will make the segment available to specific users who have been selected from a list.

References:

<https://experienceleague.adobe.com/docs/analytics/components/segments/segment-sharing.html?lang=en>

<https://experienceleague.adobe.com/docs/analytics/components/segments/segment-sharing.html?lang=en#sharing-a-segment>

Question 9

Question Type: MultipleChoice

When creating a calculated metric, how far back does the preview show data for?

Options:

A- Can be selected by using the 'Preview Date' drop-down in the Calculated Metric Builder

B- Last year

C- Last 90 days

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Answer:

A

Explanation:

When creating a calculated metric, the preview date range can be selected by using the "Preview Date" drop-down in the Calculated Metric Builder. This will allow you to see how your calculated metric performs for different periods of time, such as last week, last month, last quarter, etc.

References:

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/calculated-metrics/calculated-metrics-overview.html?lang=en>

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/calculated-metrics/calculated-metrics-overview.html?lang=en#previewing-a-calculated-metric>

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Question 10

Question Type: MultipleChoice

Exhibit.

Freeform Table

	Page Views		Visits		Unique Visitors	
Week #						
Page: 1 / 1 Rows: 400 1-5 of 5	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 14.6%
2. May 5, 2019		240,956 24.3%		65,886 23.0%		59,848 24.2%
3. May 12, 2019		242,600 24.5%		66,602 23.3%		60,354 24.4%
4. May 19, 2019		245,652 24.8%		67,672 23.6%		61,328 24.8%
5. May 26, 2019		118,159 11.9%		47,129 16.5%		42,848 17.3%
		990,415		286,447		247,648

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 11

Question Type: MultipleChoice

An analyst wants to exclude visits where a page with the name "Shopping Checkout" was viewed.

How would these visits be excluded from a report?

Options:

- A- A visit-based segment with one include condition: Page does not equal 'Shopping Checkout'
- B- A hit-based segment with one exclude condition: Page equals 'Shopping Checkout'
- C- A visit-based segment with one exclude condition: Page equals 'Shopping Checkout'

Answer:

C

Explanation:

The best way to exclude visits where a page with the name "Shopping Checkout" was viewed is to use a visit-based segment with one exclude condition: Page equals "Shopping Checkout". This will ensure that only the visits that did not include any hit where Page equals "Shopping Checkout" are included in the report. A hit-based segment with one exclude condition: Page equals "Shopping Checkout" will not work, as it will only exclude the hits where Page equals "Shopping Checkout", but not the entire visits. A visit-based segment with one include condition: Page does not equal "Shopping Checkout" will not work either, as it will include any visit that had at least one hit where Page does not equal "Shopping Checkout", even if it also had a hit where Page equals "Shopping Checkout".

References:

<https://experienceleague.adobe.com/docs/analytics/components/segments/segment-tips.html?lang=en>

<https://experienceleague.adobe.com/docs/analytics/components/segments/segment-tips.html?lang=en#exclude-visits-with-a-specific-page>

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