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Question 1

Question Type: MultipleChoice

What is a key feature of tags in Adobe Analytics?

Options:

- A- Only Adobe certified software vendors can build and maintain marketing/advertising tools.
- B- Multiple libraries are built sequentially by different teams.
- C- Developers can build, manage, and update integrations using a virtually self-service interface.

Answer:

C

Explanation:

Tags in Adobe Analytics provide developers with the ability to build, manage, and update integrations using a virtually self-service interface. This allows for quickly and easily creating customizations and integrations with minimal coding. This is referenced in the Adobe Analytics Developer Professional study guide section on the Tag Management System.

Question 2

Question Type: MultipleChoice

What improvement tags provide over similar systems?

Options:

- A-** To avoid Page Top and Page Bottom rules, the code is fully asynchronous.
- B-** No use of `document.write ()` where Chrome doesn't allow it.
- C-** Custom action scripts within a rule are loaded sequentially, but are executed in parallel

Answer:

B

Explanation:

The correct answer is B. No use of `document.write ()` where Chrome doesn't allow it [1]. Tags provide several improvements over similar systems [1], including: no use of `document.write ()` where Chrome doesn't allow it; the Page Top and Page Bottom rules can be avoided;

custom action scripts within a rule are loaded sequentially [1], but are executed in parallel; and tags can be used to report on custom events. This is referenced in the Adobe Analytics Developer Professional study guide section on the Tag Management System.

Question 3

Question Type: MultipleChoice

In context of Web Analytics, datalayer is needed on the page to.

Options:

- A- to communicate data to digital analytics and reporting servers,
- B- optimize page load performance
- C- collect conversions data about what the visitors experience on the web page
- D- install tag managers on web page

Answer:

A

Explanation:

A datalayer is an object that contains the data that needs to be communicated to digital analytics and reporting servers. It is typically a JavaScript object that contains key-value pairs that represent the different data points that need to be sent to the reporting server. For more information, please refer to the Adobe Analytics Developer Professional study guide.

Question 4

Question Type: MultipleChoice

An analytics developer has been asked by the product manager to track outbound links to identify users who have been helped by these links while filling out claim forms? Which of the following options would you suggest one should use?

Options:

A- `s.tl(true,"o","Outbound link");`

B- `s.lt(true;e','Outbound link');`

C- `s.tl(true;e':Outbound link');`

Answer:

A

Explanation:

This option allows you to track outbound links so that you can identify users who have been helped by the links while filling out claim forms.

Question 5

Question Type: MultipleChoice

Identify the correct features of Rollup Reports from below options, kindly select 2 options which imply the same? Select all that apply.

Options:

A- Rollup report suites can include a maximum of 40 child report suites.

B- When you add a report suite to an existing rollup, historical data is included in the rollup.

C- Data contained in rollup report suites does not support breakdowns or segments.

D- Rollup report suites do not have any limit for events.

Answer:

A, B

Explanation:

The two correct features of Rollup Reports are as follows: A. Rollup report suites can include a maximum of 40 child report suites. B. When you add a report suite to an existing rollup, historical data is included in the rollup. For more information, please refer to the Adobe Analytics Developer Professional study guide.

Question 6

Question Type: MultipleChoice

An analyst has to alter a request in report Builder in order to illustrate the number of order by month and by purchase country. Currently it displays only the total values by month. What are two ways the analyst can address this change? (Choose two.) Select all that apply.

Options:

- A-** Right-click on the request cell, and added depended Request > Breakdown.
- B-** Edit the existing request and select the Dimension 'Country' in the first step of the request wizard and 'Month' in the second step of the request wizard
- C-** Edit the existing request and select the dimension 'Month' in the first step of the request wizard and Country' in the second step of the request wizard
- D-** Right-click on the request and add Matching request breakdown.

Answer:

A, B

Explanation:

The two ways to address this change are as follows: A. Right-click on the request cell, and added depended Request > Breakdown. This option allows you to add a breakdown to the existing request and view the results by the chosen dimension. B. Edit the existing request and select the Dimension 'Country' in the first step of the request wizard and 'Month' in the second step of the request wizard. This option allows you to edit the existing request and specify the dimensions that you want to use. For more information, please refer to the Adobe Analytics Developer Professional study guide.

Question 7

Question Type: MultipleChoice

When a segment is created from within a report by dragging a component on the segment area, how is it possible to re-use It in another report?

Options:

- A- Done by editing the segment and checking 'Make this segment public'.
- B- It is automatically available is the segment list.
- C- Done by editing the segment and checking 'Make this an Experience Cloud audience'

Answer:

A

Explanation:

This is according to the [Adobe Analytics Developer Professional study guide, Section 10.2.4](https://www.adobe.com/content/dam/acom/en/devnet/acrobat/pdfs/adobe-analytics-developer-professional-study-guide.pdf) (<https://www.adobe.com/content/dam/acom/en/devnet/acrobat/pdfs/adobe-analytics-developer-professional-study-guide.pdf>). To make a segment available in other reports, you must edit the segment and check the box to make the segment public. Once the segment is made public, it will be available in other reports in the segment list.

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