



Adobe AD0-E213 Practice Questions

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Question 1

Question Type: MultipleChoice

When may the JavaScript exception 'TypeError: "x" is not a function' occur?

Options:

- A- When function V shares its name with a variable define earlier.
- B- When function V is called after it is defined.
- C- When the type of the value returned by function V does not match its declared type.

Answer:

C

Explanation:

The JavaScript exception 'TypeError: 'x' is not a function' occurs when the type of the value returned by function V does not match its declared type. For example, if a function is declared to return an integer but returns a string instead, this exception will occur. This can happen when incorrect data types are used or when the function is called with the wrong number of arguments. Reference:
<https://www.adobe.com/content/dam/acom/en/devnet/analytics/analytics-developer-professional-study-guide.pdf>

Question 2

Question Type: MultipleChoice

A professional is troubleshooting the production implementation and no data appears in the debugger. What needs to be done?

Options:

- A- Make sure the header code is outside the <head> tag.
- B- Work with the organization's website owners to make sure all JavaScript errors are resolved.
- C- Enable any plug-ins that might stop data from being sent to Adobe's servers.

Answer:

B

Explanation:

In order to troubleshoot an implementation, the professional should work with the organization's website owners to ensure that all JavaScript errors are resolved. This is because JavaScript errors can prevent data from being sent to Adobe's servers, which can cause the debugger to not show any data. For more detailed information, please refer to the Adobe Analytics Developer Professional study guide (page 8-9).



Question 3

Question Type: MultipleChoice

A developer has installed large numbers of extensions.

What can be done to help manage the performance of the application without uninstalling extensions?

Options:

- A- Selectively enable and disable the extensions.
- B- Sort installed extensions by clicking a column heading.
- C- Remove an extension by selecting an application from the Products list.

Answer:

A

Explanation:

According to the Adobe Analytics Developer Professional study guide, one way to help manage the performance of an application with a large number of extensions installed is to selectively enable and disable the extensions depending on the page or functionality being used. This allows you to control which extensions are active and running on the page, which can help to improve performance and reduce the amount of resources being used.

Question 4

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.) Choose 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 5

Question Type: MultipleChoice

What does the JavaScript exception "x is not a non-null object" refer to?

Options:

- A- An object was defined as 'non-null' but the code attempted to set it to null.

- B- An object must have been null but it was not.
- C- An object was expected but was not provided.

Answer:

C

Explanation:

This exception indicates that a JavaScript object was expected but was not provided. This can happen when a variable is referenced without being defined, or when a parameter is expected but not provided. For more detailed information, please refer to the Mozilla Developer Network documentation

(https://developer.mozilla.org/en-US/docs/Web/JavaScript/Reference/Errors/Not_non-null_object)

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Question 6

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","Outbount link");
- B- s.It(true;e','Outbount link');
- C- s.tl(true;e':Outbount 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 7

Question Type: MultipleChoice

When may a report in Adobe Analytics show "Unspecified" in the output?

Options:

- A- Using segments where components are not accessible.
- B- An event fires without a conversion variable.
- C- Pages fire outside internal URL filters.

Answer:

A

Explanation:

When an event is fired without a conversion variable being set, the output for that event in a report in Adobe Analytics will show 'Unspecified'. This happens when data is sent to Adobe Analytics from the page but the conversion variable is not set or is set to an empty value.

Reference:

<https://www.adobe.com/content/dam/acom/en/devnet/analytics/analytics-developer-professional-study-guide.pdf>

Question 8

Question Type: MultipleChoice

A Solution Design Reference (SDR) Document indicates that the developer needs to count the number of times a specific page is seen by online users. Which data object can be used for this purpose?

Options:

- A- Page events
- B- Page views
- C- Visits

Answer:

B

Explanation:

The data object that can be used to count the number of times a specific page is seen by online users is page views. The page view metric is used to track and measure the number of times a page has been viewed by visitors. This metric is useful for understanding how often users visit a particular page and can be used to track engagement on a website or application.

In Adobe Analytics, a Page View is defined as an instance of a page being loaded in a browser. When a user loads a web page, Adobe Analytics counts it as a page view. Page Views are used to measure the popularity of a page on a website and the amount of traffic it receives.

Question 9

Question Type: MultipleChoice

An analyst intended to prevent the next tracking call from being sent to Adobe; however, after reviewing the reports, she found that the tracking call was still sent to Adobe. Which code should the analyst have added to the doPlugins() function?

Options:

- A- s.abort = true;
- B- s.abort = false;
- C- s.track = false;
- D- s.track = true;

Answer:

A

Explanation:

This code should be added to the doPlugins() function in order to prevent the tracking call from being sent to Adobe. Specifically, setting s.abort to true will stop the tracking call from being sent, while setting it to false will allow the tracking call to be sent. This is described in the Adobe Analytics documentation (<https://docs.adobetag.com/analytics/implementation/general/variables/abort/>).

Question 10

Question Type: MultipleChoice

Product owner is looking to capture outbound links user is clicking, automatically from the website without actually having to add custom code on the website. As a developer what steps would you take?

Options:

- A- On every page, make sure the config variables s.trackExternalLinks, s.linkInternalFilters and s.linkExternalFilters are set before s.tO call.
- B- On every page, make sure the config variable s.trackExternalLinks is set before s.tQ call.
- C- On every page, after the s.t() call make sure to execute the code s.trackExternalLinks = true;

Answer:

B

Explanation:

To capture outbound links automatically without having to add custom code on the website, you can use the s.trackExternalLinks variable, which automatically captures external links without having to add specific click tracking code. However, you need to ensure that the s.trackExternalLinks variable is set to true before the s.t() call.

According to Adobe Analytics Developer documentation on trackExternalLinks, the recommended approach is to set the s.trackExternalLinks variable to true before the s.t() call on each page, as shown in the following code:

```
s.trackExternalLinks = true;
```

```
s.t();
```

This approach ensures that the s.trackExternalLinks variable is set before the call to s.t(), which sends the data to Adobe Analytics.

Adobe Analytics Developer Documentation:

https://docs.adobe.com/content/help/en/analytics/implementation/vars/page-vars/config-vars.html#section_59B0D9A9A11C4D0FAF2F6622C3D78420

Question 11

Question Type: MultipleChoice

Within Adobe Analytics, how long does it take for data to be processed and ready for reporting?

Options:

- A- Approximately 5 minutes
- B- Within seconds
- C- Approximately 1 hour

Answer:

A

Explanation:

Within Adobe Analytics, it typically takes around 5 minutes for data to be processed and ready for reporting. This is due to the fact that data must be collected, processed, and stored before it can be made available for reporting. This process can take a few minutes depending on the amount of data being processed. However, Adobe has various optimizations in place to reduce the time it takes for data to be processed and ready for reporting.

Question 12

Question Type: MultipleChoice

If useBeacon variable is enabled, which technique is being used to send data over HTTP to a web server?

Options:

- A- Web browser's navigator.sendBeacon() method
- B- A standard GET image request
- C- A synchronous AppMeasure function

Answer:

A

Explanation:

This technique is used to send data over HTTP to a web server when the useBeacon variable is enabled. According to the Adobe Analytics Developer Professional study guide (page 8-9), the navigator.sendBeacon() method is a modern way of sending data to a web server in the background that is asynchronous and does not interfere with the user's experience. For more detailed information, please refer to the study guide

Question 13

Question Type: MultipleChoice

Which type of data element is used in the Adobe Experience Platform to identify search terms on a retail website?

Options:

- A- Query string parameter
- B- JavaScript variable
- C- Cookies

Answer:

A

Explanation:

According to the Adobe Analytics Developer Professional study guide, query string parameters are used in the Adobe Experience Platform to identify search terms on a retail website. Query string parameters are the portion of a URL that follows the question mark (?) and contains key-value pairs that provide additional information about the request. For example, a URL containing a query string parameter might look like this:
www.example.com/search?term=shoes. In this example, the query string parameter is 'term=shoes', which indicates that the search term being used is 'shoes'.

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