Question 1

What is true the s,products variable that does not apply to other conversion variables in Adobe Analytics?

Options:

A- It still needs to have an Expiration value set (i,e; Visit, Day, Week, etc.)

B- It can contain characters such as '', and

C- It allow for list enablement, where each list entry is limited to 100 bytes.

D- It does not persist beyound a single hit.

Answer:

C

Question 2

In order to improve performance the client has a requirement that every JavaScript library loaded on their website does so asynchronously, You add the Adobe Experience Platform Launch library to the site asynchronously.

Which two considerations must you keep in mind when setting up the rules in Adobe Experience Platform Launch for this client? (Choose two.)

Options:

A- Page Load Event Types sent in the Event Configuration of a Rule will not trigger in the default order.

B- Only the DOM Ready Page Load Event Type and can be reliably used when setting up Rule.

C- A rule using the Library Loaded event type might execute before your data layer is fully loaded.

D- Only the Windows Loaded Page Load Event Type can be reliably used when setting up a Rule.

E- The Page Bottom event type doesn't provide value when the library is loaded asynchronously

Answer:

A, C

Question 3

Question Type: MultipleChoice

According to the Solution Design Reference (SDR) eVar6 is designated to capture the category at the time each product was viewed.

The SRD shows a code example for the use of eVar6:

Which configuration setting must be set for eVar to properly record its values?

Options:

A- Enable sub relations for products and eVar6.

B- Set the allocation to origin, and expiration to purchase.

C- Set Conversion Variable Syntax, and choose the binding event.

D- Enable merchandising, and use product syntax.

Answer:

B

Question 4

An Adobe Analytics variable is populated in the beacon with a value of c3=Green but the resulting report shows a value of #008000.

Which two options should be investigated to find the source of the change? (Choose two.)

Options:

A- Visitor Profiles

B- VISTA Rules

C- Mobile SDK

D- PHP Server Side Analytics

E- Processing Rules

Answer:

A, D

Question 5

Question Type: MultipleChoice

A client would like to implement tracking on their product from to access perform of their financial products. They have 20 products flows, and they want to understand how many times a flow has been started and completed for each product.

What should the Analytics developer recommend to meet these requirement in the most efficient manner?

Options:

A- Use one eVar to define the flow name, one custom events for the start, and custom event for the end.

B- Use one distinct custom event for each product, and for flow start and each flow completion.

C- Use one unique pageName for each step of each product.

D- Use a custom property to track the step and a processing rule to populate the product.

Answer:

A

Question 6

Question Type: MultipleChoice

During the implementation process, the client notices that the purchase event is correctly with the beacon but order are not showing up in the Adobe Analytics interface.

Which Adobe Analytics tool should be used to find out whether a purchase event has been captured but ignored because the pucahseID was not unique?

Options:

A- Report Builder

B- Workspace

C- Data Feeds

D- Data Warehouse

Answer:

B