



**Free Questions for *AD0-E202* by *certsinside***

**Shared by *Rich* on *06-06-2022***

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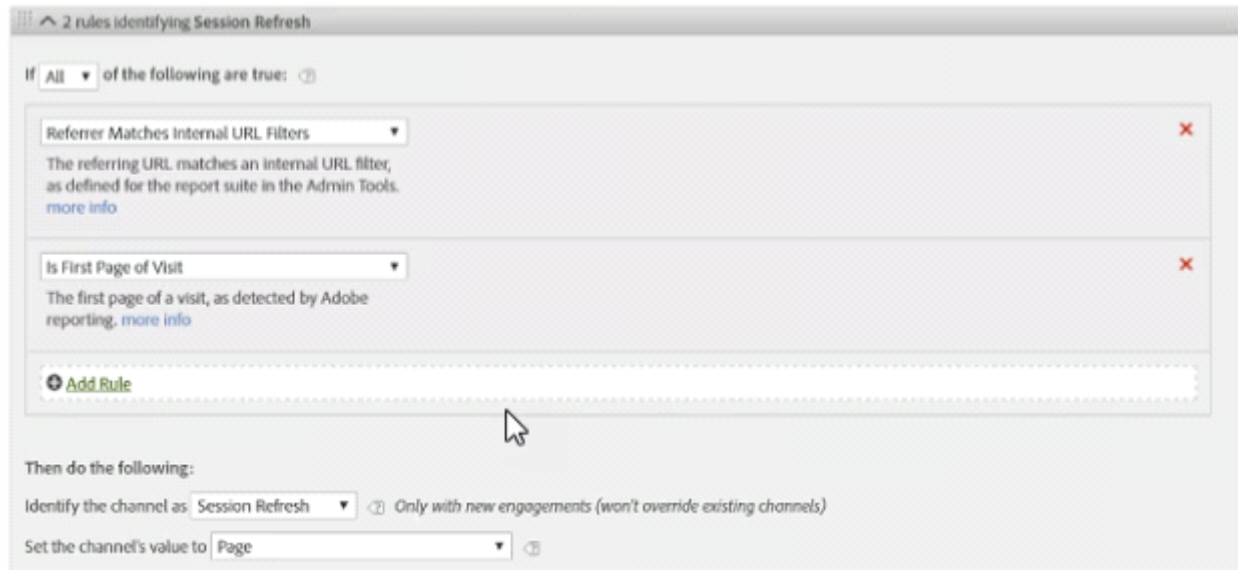
# Question 1

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## Question Type: MultipleChoice

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Consider the following Marketing channel processing rule for Session refresh.



The screenshot shows a configuration window titled "2 rules identifying Session Refresh". It features a conditional logic section with the following rules:

- Referrer Matches Internal URL Filters**: The referring URL matches an internal URL filter, as defined for the report suite in the Admin Tools. [more info](#)
- Is First Page of Visit**: The first page of a visit, as detected by Adobe reporting. [more info](#)

Below the rules is an "Add Rule" button. The "Then do the following:" section is configured as follows:

- Identify the channel as: **Session Refresh** (Only with new engagements (won't override existing channels))
- Set the channel's value to: **Page**

The director of data Science to build an attribute model using data from the Marketing Channel variable. However, the director is seeing a very high percentage of traffic attributed to Session refresh.

What are two factors that might be causing this issue? (Choose two.)

### Options:

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- A- Adobe Analytics tagging is not present on all pages of the site.
- B- Campaign tracking codes are not configured properly.
- C- Visitors are deleting their cookies between visits.
- D- Traffic from bots is causing errors In the marketing channel logic.
- E- Internal URL filters are not properly configured.

### Answer:

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A, B

## Question 2

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### Question Type: MultipleChoice

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The investment bank of a co-operative users Adobe analytics to monitor the use of its online banking. They use it to measure Appointment scheduled with account managers, who will then call clients al specified times. The IT team decides to integrate the appointment data captured in Adobe Analytics with the manager's calendar, as close to real-time as possible.

How can this need to meet?

### Options:

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- A-** Create a project in Analytics Workspace with broken data per hour and a line graph per minute. So you can check the number of schedules.
- B-** Use the Adobe Analytics API to have the Hit data in the shortest possible time, and thus cross the agenda of the bank account managers.
- C-** Use an hourly time export from Adobe Analytics Data Warehouse to integrate data with the account manager's schedule data.
- D-** Perform the extraction hourly via Data Feed, and cross them through the Data Stamp with the data of the agents of the account manager backing an hour.

### Answer:

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C

## Question 3

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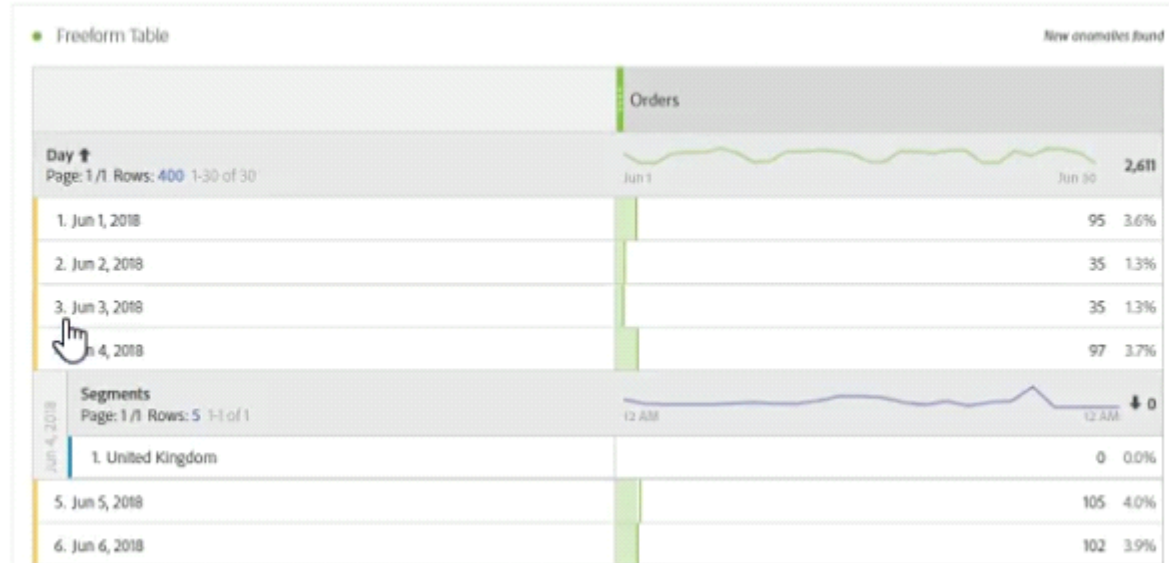
### Question Type: MultipleChoice

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Utilizing a segment identifying website traffic from the Unified States, an executive team member from a computer manufacture is viewing a report showing daily computer sales in the United States. In the component rail the executive sees a segment for "United Kingdom and drags it directly into the dataset to break down a specific dimension. Every attempt return zero activity.

United States

Drop a Segment Here (or any other component)



Why would the dataset drop to zero?

### Options:

- A-** Dimension cannot be segmented In Analytics Workspace.
- B-** Analytics Workspace cannot support more than one segment.
- C-** The segment was not visit-based

**D-** The segment are mutually exclusive

**Answer:**

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D

**Explanation:**

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As in segment its taking "United States" but in breakdown its using "United Kingdom"

## Question 4

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**Question Type: MultipleChoice**

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An analyst has been given a list of dimension available to conduct an analysis on their hospital's site .

The Solution Design Reference (SDR) contains:

Event -Start Appointment Booking - Set on: Appointment Booking Start event2 - Booking Complete Set on Booking Complete eVar

Doctor - Type Set on event evar2 - number of available Appointments - Set on event prop Appointment patting

Given the SDR which report can be generated?

**Options:**

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- A- Booking Completion Rate
- B- Time to Book an Appointment
- C- Length of appointments
- D- Missed appointments

**Answer:**

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B

## Question 5

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**Question Type: MultipleChoice**

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A stakeholder wants to learn how to create a custom data Range in the Analytics Workspace interface.

How should the business practitioner coach their stakeholder through this process?

**Options:**

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- A- Select a new metric within the left rail.
- B- Create a new data range within the left rail.
- C- Create new dimension within the left rail.
- D- Select a time range using the calendar function embedded in each panel

**Answer:**

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C

## Question 6

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**Question Type:** MultipleChoice

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Traffic from a social media campaign on facebook.com was tracked in Adobe Analytics with the use of the tracking code paramter.

Some settings of the used report suite are presented below.



Campaign

Campaign Variable		
Name	Allocation	Expire After
<input type="checkbox"/> Tracking Code	<input type="checkbox"/> Most Recent (Last)	<input type="checkbox"/> Week
Reset		
<input type="checkbox"/> Do Not Reset		

1 rule identifying Social Networks

If  of the following are true:

Referring Root Domain    
 ignore hits matching internal URL filters  
 The top level domain of the referring URL, e.g., **example.com**,  
**example.co.uk** [more info](#)  
 Limit 500

Then do the following:

Identify the channel as

Set the channel's value to

Based solely on the provided information, which two situations may be possible when breaking down this campaign traffic by marketing Channels? (choose two.)

**Options:**

A- All the visits are from Organic Search.

- B-** All visits are from Direct Traffic.
- C-** Some of the visits are from Display and others are from Direct traffic.
- D-** Some visits are from Social Media, other are from Display, and the rest are from Natural search.
- E-** Some of the visits are from Social Media and other are from Direct traffic.

**Answer:**

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A, C

## Question 7

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**Question Type:** MultipleChoice

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An analyst has business requirements to report on video engagement of visitors who arrive via paid search on a mobile device compared with visitors who arrive via paid search on tabled.

What should the analyst create to meet this business requirement?

**Options:**

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**A-** A data warehouse report with the following metric/dimensions: video completion rate. Mobile rate. Mobile tablet, paid search unique visitors

- B-** A single segment (visits from paid search, mobile and tablet) and apply to the video report to show the comparison
- C-** A data segment (visits from paid search, mobile and tablet) and apply to the video report to show the comparison
- D-** Two segment (Visit from paid search and mobile and visits from paid Search and tablet) and apply to the video report to show the comparison

**Answer:**

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A

## Question 8

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**Question Type:** MultipleChoice

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An Analyst would like to display the number of visits directly as a chart in Report Builder.

How can this task be achieved if possible?

**Options:**

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**A-** In request's Pivot Layout > right click on "Visits" and select "Change Output Display"

**B-** It is not possible to display metrics as charts in report Builder.

**C-** In request Custom Layout > right click on "Visits" and select ' Change to microsoft"

**D-** In the request created with custom Layout > right click on "Visits" and select "change output Display."

**Answer:**

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D

## Question 9

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**Question Type: MultipleChoice**

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An analyst wants to create a Freeform Table In Adobe Analyst Workspace that shows the top week, based on number of visitors and the number of page loads.

Which three default components should be used? (Choose three.)

**Options:**

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**A-** Day of Week

**B-** Visit

- C- Exits
- D- Week
- E- Page Views
- F- Unique Visitors

**Answer:**

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B, E, F

## Question 10

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**Question Type: MultipleChoice**

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A business owner wants to identify the percentage of people registered in their insurance plan who are over age 65.

Which calculate metric definition should be used to answer the business question?

**Options:**

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**A-** Registration Completes of users over the age of 65/registration completes.

**B-** Registration Completes/Unique Visitors over the age 65

**C-** Registration Completes/Registration Completes of user over the age of 65.

**D-** Registration completes of users over the age of 65 registration completes of under the age of 65

**Answer:**

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A

## Question 11

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**Question Type:** MultipleChoice

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A marketing organization has ongoing marketing efforts across multiple channel. In the past, the organization the following URL parameters to track their efforts:

mpid: to identify the marketing agency partner

afid: for affiliate ID

campid: to track the campaign ID

itrid: for internal campaigns

offerid: tracks the special offer ID

The marketing manager asks the analyst to provide an example URL that the team can replicate.

What is a valid landing page URL with appropriate values?

A)

domain.com/landing-  
page/&afid=value&CAMPid=value&itrkid=value&mpid=value&offerid=value

B)

domain.com/landing-page/?  
mpid=value&afid=value&campid=value&itrkid=value&offerid=value

C)

domain.com/landing-page/?cid=123wes?  
afid=value&campid=value&itrkid=value&mpid=value&offerid=value

D)

domain.com/landing-  
page/mpid=value&afid=value&campid=value&itrkid=value&offerid=value

### Options:

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A- Option A

B- Option B

C- Option C

**D-** Option D

**Answer:**

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C

## Question 12

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**Question Type:** MultipleChoice

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A campaign running last week had a query string error, using an invalid separator instead of between the parameters. Due to this error, the tracking code variable as not recorded. The team in charge denies the error, suggesting there is a problem with Adobe Analyst tracing instead.

Which tool can be is to prove the error by showing the full unstrapped URLs, including all the parameters used? Assume no custom variables were used)

**Options:**

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**A-** Data Warehouse

**B-** Data Feeds



C- Analysis Workspace

D- Reporter

**Answer:**

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C

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