



Download Adobe AD0-E207 Exam Dumps Free

Shared by Moran on 17-06-2026

For More Free Questions and Preparation Resources

Check the Links on Last Page



Question 1

Question Type: MultipleChoice

A company is using Segment IQ to compare mobile and desktop traffic.

The metrics of interest to them are as follows:

- * Page Views/Visitors
- * Searches/Visitors
- * Carts/Visitors
- * Cart Additions/Visitors
- * Revenue/Visitors



The differential score when comparing each metric with each segment is high at 0.9 or greater. What does this differential score indicate?

Options:

- A- There is high statistical significance difference between these metrics and the 2 segments.
- B- Mobile traffic is more valuable.
- C- Desktop traffic is more valuable.
- D- There is no statistical significance difference between these metrics and the 2 segments.

Answer:

A

Explanation:

Segment IQ in Adobe Analytics is used to compare different segments of traffic to determine the statistical significance of differences between metrics. A high differential score of 0.9 or greater indicates a high statistical significance difference between the metrics of the two segments. This means that the differences observed in metrics like Page Views/Visitors, Searches/Visitors, Carts/Visitors, Cart Additions/Visitors, and Revenue/Visitors are not due to random chance but are significant and meaningful.

Question 2

Question Type: MultipleChoice

A Solution Design Reference (SDR) is built for architectsite.com. The site has the following business requirements:

- * Report on newsletter sign-up attempts (event1) by URL
- * View the user journey through the site by page name
- * Track which site section successful newsletter sign-ups (event2) occur

Which query string parameters must be seen in the network request to meet the requirements?

Options:

- A- events=event1,event2 vl =architectsite.com pageName=homepage site=home
- B- events=event1 ,event2 vl =architectsite.com pageName=homepage cc=home
- C- events=event1 .event2 vl =architectsite.com pn=homepage ch=home
- D- events-event! ,event2 vl =architectsite.com pageName=homepage ch=home

Answer:

D

Explanation:

To meet the specified business requirements, the query string parameters in the network request must include:

events=event1,event2: This captures both newsletter sign-up attempts (event1) and successful sign-ups (event2).

vl=architectsite.com: This identifies the URL.

pageName=homepage: This tracks the user journey through the site by page name.

ch=home: This captures the site section where the successful newsletter sign-ups occur.

The combination of these parameters ensures that all the required data points are collected and reported accurately.

Question 3

Question Type: MultipleChoice

An Architect needs to create a segment of users that started a visit from a campaign and completed an order.

A specific product demo page and coupon page can be viewed in any order between the landing page and the order confirmation page.

What should the Architect use to meet the requirements?

Options:

- A- Non-sequential containers
- B- Logical group containers
- C- Only before sequence segments
- D- Only after sequence segments

Answer:

A

Explanation:

In Adobe Analytics, non-sequential segments allow for the inclusion of conditions that do not necessarily occur in a specific order. Since the specific product demo page and coupon page can be viewed in any order between the landing page and the order confirmation page, non-sequential containers are the appropriate choice. They allow for the creation of a segment where users must have started their visit from a campaign and completed an order, without enforcing a strict sequence for intermediate steps.

Question 4

Question Type: MultipleChoice

A company has a website with many forms.

The company wants the ability to report on:

- * Form errors per visit

* Form errors per form

* Successful form submissions

Which three variables should be used to meet these requirements? (Choose three.)

Options:

A- Event for 'Forms Submitted with Errors'

B- s.pageType='errorPage'

C- Event for 'Visit Number'

D- eVar for 'Form Type'

E- Event for 'Forms Submitted Successfully'



Answer:

A, D, E

Explanation:

Business Requirement: The company wants to track successful and unsuccessful form submissions and identify the types of forms being submitted.

Variables and Metrics Needed:

Event for 'Forms Submitted with Errors': Captures instances where forms are submitted but contain errors.

eVar for 'Form Type': Identifies the type of form being submitted, which is crucial for analyzing different form performance.

Event for 'Forms Submitted Successfully': Captures instances where forms are successfully submitted.

Explanation:

Event for 'Forms Submitted with Errors': Essential for understanding and improving form completion processes by identifying where users encounter issues.

eVar for 'Form Type': Provides detailed breakdowns of form performance by type, aiding in targeted improvements.

Event for 'Forms Submitted Successfully': Measures the completion rate of forms, which is critical for business metrics.

Verification: According to Adobe Analytics best practices, using specific events for tracking successful and error submissions alongside eVars for categorization provides comprehensive

insights (Adobe Analytics Implementation Guide).

Question 5

Question Type: MultipleChoice

A company has an email marketing tool that is used for both SMS and email.

The tool generates the following campaign URLs:

SMS link: `www.website.com?cid=em:campaign_name-txt` Email link:
`www.website.com?cid=em:campaign_name`

How should the Architect configure Marketing Channel Processing Rules to identify the SMS channel?

Options:

- A- Query string parameter 'cid' ends with '-txt' and make sure it is below the email channel in the processing order
- B- Query string parameter 'cid' starts with 'em:' and make sure it is above the email channel in the processing order
- C- Query string parameter 'cid' ends with '-txt' and make sure it is above the email channel in the processing order
- D- Query string parameter 'cid' starts with 'em:' and make sure it is below the email channel in the processing order

Answer:

C

Explanation:

Business Requirement: Distinguish between SMS and email campaigns using the 'cid' query string parameter.

Configuration Steps:

Identify SMS Links: Using the query string parameter 'cid' ending with '-txt'.

Processing Order: Ensuring the SMS channel is processed before the email channel.

Explanation:

Query String Parameter 'cid' Ends with '-txt': This setting ensures that any link containing 'cid' ending with '-txt' is identified as an SMS link.

Processing Order: Placing the SMS channel rule above the email channel ensures that SMS links are correctly categorized before the system checks for email links.

Verification: According to Adobe's Marketing Channel Processing Rules documentation, properly configuring query string parameters and processing order is crucial for accurate channel attribution (Adobe Analytics Marketing Channel Processing Rules Guide).

Question 6

Question Type: MultipleChoice

During a website audit, an Architect finds that the checkout pages on the site have been redesigned to include a tag management system that deploys Adobe Analytics.

The rest of the site has Adobe Analytics hard-coded onto the site. Both implementations use the same AppMeasurement version and are on the same domain.

How will this approach affect the reporting?

Options:

- A- eVars will not persist as a user moves to the checkout section.
- B- As visitors move to checkout, they will be tracked as a different visitor.
- C- Checkout will be considered a landing page.
- D- There will be inconsistencies in the data due to challenging upkeep.

Answer:

D

Explanation:

When different parts of a website use different methods to implement Adobe Analytics (hard-coded vs. tag management system), it can lead to inconsistencies in data reporting. This is because the two methods might not be perfectly synchronized in terms of how they handle data collection, processing rules, or variables. Despite using the same AppMeasurement version and operating on the same domain, differences in the deployment method can cause issues such as discrepancies in variable persistence, tracking cookies, or firing sequence of the analytics calls. These inconsistencies can make it difficult to maintain and accurately report on the collected

data.

Question 7

Question Type: MultipleChoice

One of the records in the data sources files does not have the same number of columns as the header record. What will be the outcome of this file upload?

Options:

- A- The file is not processed due to column mismatch.
- B- The file is partially processed only for the existing records.
- C- The file is partially processed only for the existing columns.
- D- The file is not processed due to row mismatch.

Answer:

A

Explanation:

When uploading data source files to Adobe Analytics, it is crucial that each record has the same number of columns as the header record. If one of the records does not match the number of columns, the entire file will not be processed due to the column mismatch. This ensures data integrity and consistency in the uploaded data.

Question 8

Question Type: MultipleChoice

A company wants to report on the monetary value of a visitor's cart when they reach the checkout page.

The company offers only 5 products online. They want to report on product names but do not want to upload files into Adobe Analytics to classify the product IDs.

A visitor reaches the checkout page with the following items in their cart:

* A single \$8 Novelty Mug", product ID=123

* 2 bags of "Coffee Beans" with a total price of \$10, product ID=234

Which variable values must be set to meet these requirements?

Options:

A- s.events = 'scCheckout.event1'

s.products = ';Novelty Mug;;;event1=8.00,;Coffee Beans;;;event1 =5.00';

B- s.events = 'scCheckout.event1=8.00,event1 =10.00' s.products = ';Novelty Mug;;;Coffee Beans;;';

C- s.events = 'ScCheckout.event1'

s.products = ';123;;;event1=8.00.;234;;;event1 =10.00';

D- s.events = 'scCheckout,event1'

s.products = ';Novelty Mug;;;event1=8.00,;Coffee Beans;;;event1 =10.00';

Answer:

D

Explanation:

Business Requirement: Report on the monetary value of a visitor's cart at the checkout page without using product IDs.

Variable Configuration:

s.events: Captures the checkout event and the monetary value.

s.products: Lists the product names and their corresponding values.

Explanation:

s.events = 'scCheckout,event1': This sets the event to capture the checkout action and records the event value.

s.products = ';Novelty Mug;;;event1=8.00,;Coffee Beans;;;event1=10.00': This format lists the products by name and assigns their respective monetary values.

Verification: According to Adobe Analytics product string documentation, the format used correctly attributes product names and values to the checkout event (Adobe Analytics Implementation Guide).

Question 9

Question Type: MultipleChoice

A product was viewed on two different pages and was added to the cart from one of the pages. Below are the product syntax used for each page.

Page 1:

```
s.products = ";prod123;1;100;;evar2=merch_category1";
```

Page 2:

```
s.products = ";prod123;1;100;;evar2=merch_category2";
```

If the product was checked out and purchased for \$100, how might revenue be attributed to eVar2 if merchandising is enabled? (Select two.)

Options:

- A- \$100 against merch.category1 and \$100 against merch_category2 for linear allocation
- B- \$100 against merch.category1 for original allocation
- C- \$200 against merch_category2 for most recent allocation
- D- \$200 against merch.category1 for original allocation
- E- \$100 against merch_category2 for most recent allocation

Answer:

A, E

Explanation:

When merchandising is enabled in Adobe Analytics, revenue attribution can vary based on the allocation method:

Linear Allocation: Distributes revenue equally across all instances of the product view and add-to-cart events. Thus, \$100 would be attributed to both merch_category1 and merch_category2.

Most Recent Allocation: Attributes the revenue to the most recent instance of the variable. Thus, \$100 would be attributed to merch_category2.

This approach ensures that revenue attribution accurately reflects user interactions with products.

Question 10

Question Type: MultipleChoice

A company has a Tableau Dashboard that includes data from various sources including Adobe Analytics. The dashboard is

updated weekly.

Which method should an Architect use to extract the data to be used with the dashboard?

Options:

- A- Download Excel from Custom Report
- B- Download CSV from Analysis Workspace Report
- C- Deliver data via FTP through Data Warehouse
- D- Deliver data via FTP through Data Feeds

Answer:

C

Explanation:

Business Requirement: Extract data for weekly updates to a Tableau Dashboard from Adobe Analytics.

Recommended Method:

Deliver data via FTP through Data Warehouse: Provides a robust and automated method for exporting large datasets on a scheduled basis.

Data Warehouse: Allows for the extraction of large and complex datasets suitable for integration with external BI tools like Tableau.

FTP Delivery: Automates the data export process, ensuring timely updates to the Tableau Dashboard.

Verification: According to Adobe Analytics Data Warehouse documentation, using FTP delivery through Data Warehouse is the preferred method for exporting large datasets for external use (Adobe Analytics Data Warehouse Guide).

Question 11

Question Type: MultipleChoice

A company wants the Architect to design tracking for a new blog post sharing feature that the company will add to their existing blog pages. This feature allows the visitor to share blog posts to their own social accounts.

The company wants the ability to report on:

- * The total number of times each blog post was shared from the site
- * The total number of shares to each social network
- * The social networks to which each blog post was shared

Which three variables should the Architect use? (Choose three.)

Options:

- A- eVar for 'Blog Campaign'
- B- s.referrer
- C- s.campaign = 'Organic Social Network'
- D- eVar for 'Blog Post Title'
- E- eVar for 'Blog Share Social Network'
- F- Event for 'Blog Shares'

Answer:

D, E, F

Explanation:

Business Requirement: The company wants to track shares of blog posts to social networks and report on the total number of shares and the specific networks used.

Variables and Metrics Needed:

eVar for 'Blog Post Title': Captures the title of the blog post being shared.

eVar for 'Blog Share Social Network': Captures the social network to which the post is shared.

Event for 'Blog Shares': Captures the number of times a post is shared.

Explanation:

eVar for 'Blog Post Title': This variable allows reporting on the specific blog posts being shared.

eVar for 'Blog Share Social Network': This variable tracks which social networks the posts are shared to, enabling detailed reporting.

Event for 'Blog Shares': This metric captures the total number of shares, providing a quantifiable measure of sharing activity.

Verification: According to Adobe Analytics best practices for tracking social sharing, using specific eVars for post titles and social networks along with an event for total shares ensures comprehensive reporting (Adobe Analytics Implementation Guide).



To Get Premium Files for AD0-E207 Visit

<https://www.p2pexams.com/products/ad0-e207>

For More Free Questions Visit

<https://www.p2pexams.com/adobe/pdf/ad0-e207>

20%
DISCOUNT

P2P
exams