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Question 1

Question Type: MultipleChoice

Consider the following eVar settings:

eVar #: 3

Name: Model Name

Allocation: Most Recent (Last)

Expire After: Visit

Type: Text String

Status: Enabled

An automotive company uses eVar3 to capture "Model Name" on certain model-specific pages of their website. The VP of Marketing expresses a concern about data quality after seeing a report of eVar3 paired with the Visits metric. The report shows a significant number of visits with a Model Name of "Unspecified".

What is causing this issue?

Options:

- A- eVar3 is never set due to a tagging error in the page code.
- B- The visits began on a page where eVar3 was not set.
- C- There are too many unique values in eVar3.

Answer:

B

Explanation:

The reason why the report shows a significant number of visits with a Model Name of "Unspecified" is that the visits began on a page where eVar3 was not set. Since eVar3 is set to expire after visit and has an allocation of most recent (last), it means that it will capture and persist the last value that was set for that variable in a visit. If eVar3 was not set on any page during a visit, it will show up as "Unspecified" in the report. eVar3 being never set due to a tagging error in the page code or having too many unique values are not likely causes of this issue.

References: <https://experienceleague.adobe.com/docs/analytics/components/variables/conversion-variables/conversion-var-overview.html?lang=en> <https://experienceleague.adobe.com/docs/analytics/components/variables/conversion-variables/conversion-var-overview.html?lang=en#expiration>

Question 2

Question Type: MultipleChoice

A user needs to share an important segment with a group of users in a Product Profile Group. Why can't a member of his Product Profile Group view the segment?

Options:

- A- The user forgot to select 'Make this segment public'.
- B- The user forgot to curate the Segment.
- C- The user only selected 'Make this segment public-'.

Answer:

A

Explanation:

The reason why a member of his Product Profile Group cannot view the segment is that the user forgot to select "Make this segment public". When a segment is created or edited, there is an option to make it public or private under the Share With section. If the segment is private, only the creator can use it. If the segment is public, it can be shared with all users, product profile groups, or individual users who have access to the same report suite. The user did not need to curate or duplicate the segment.

References: <https://experienceleague.adobe.com/docs/analytics/components/segments/segment-sharing.html?lang=en>
<https://experienceleague.adobe.com/docs/analytics/components/segments/segment-sharing.html?lang=en#sharing-a-segment>

Question 3

Question Type: MultipleChoice

A bank client wants to understand usage of their mobile website by geographical region. The analytics team is tasked with creating segments to provide this data.

Why would the analytics team decide to use segment stacking in the Segment Builder?

Options:

- A-** It breaks a consolidated segment down into multiple granular segments.
- B-** It provides the ability to consolidate more granular segments into one combined segment.
- C-** It bypasses the limit on the number of segments per report.

Answer:

B

Explanation:

Segment stacking is a feature that allows you to combine multiple segments into one by using containers within containers. It provides the ability to consolidate more granular segments into one combined segment, which can help simplify complex segment logic or reuse existing segments. It does not break a consolidated segment down into multiple granular segments, nor does it bypass the limit on the number of segments per report.

References: <https://experienceleague.adobe.com/docs/analytics/components/segments/segment-stacking.html?lang=en>

<https://experienceleague.adobe.com/docs/analytics/components/segments/segment-stacking.html?lang=en#segment-stacking-overview>

Question 4

Question Type: MultipleChoice

An analyst wants to exclude visits where a page with the name "Shopping Checkout" was viewed.

How would these visits be excluded from a report?

Options:

- A-** A visit-based segment with one include condition: Page does not equal 'Shopping Checkout'
- B-** A hit-based segment with one exclude condition: Page equals 'Shopping Checkout'
- C-** A visit-based segment with one exclude condition: Page equals 'Shopping Checkout'

Answer:

C

Explanation:

The best way to exclude visits where a page with the name "Shopping Checkout" was viewed is to use a visit-based segment with one exclude condition: Page equals "Shopping Checkout". This will ensure that only the visits that did not include any hit where Page equals "Shopping Checkout" are included in the report. A hit-based segment with one exclude condition: Page equals "Shopping Checkout" will not work, as it will only exclude the hits where Page equals "Shopping Checkout", but not the entire visits. A visit-based segment with one include condition: Page does not equal "Shopping Checkout" will not work either, as it will include any visit that had at least one hit where Page does not equal "Shopping Checkout", even if it also had a hit where Page equals "Shopping Checkout".

References: <https://experienceleague.adobe.com/docs/analytics/components/segments/segment-tips.html?lang=en>
<https://experienceleague.adobe.com/docs/analytics/components/segments/segment-tips.html?lang=en#exclude-visits-with-a-specific-page>

Question 5

Question Type: MultipleChoice

A data analyst wants to create a segment of traffic that started on the page "Facebook App Home" and accessed the "Home Page" in Analysis Workspace.

Based on the project presented below:

Search Components

DIMENSIONS

- Page
- Product
- Countries
- Visit Number
- Marketing Channel

Show All >

METRICS

- Visits
- Page Views
- Revenue
- Orders
- Revenue / Visit

Show All >

SEGMENTS

Freeform

Drop a Segment Here (or any other component)

This
Jun 1, 2019 - Jun

Summary Number

26,449

Unique Visitors : Home Page

Line

Unique Visitors [Page: Home Page]

Unique Visitors [Entry Page: Facebook App Home, Page: Home Page]



Freeform Table

	Unique Visitors	
Page Page: 1 / 1 Rows: 50 1-1 of 1		↓ 26,449
1. Home Page		26,449 100.0%
Entry Page Page: 1 / 1 Rows: 5 1-1 of 1		↓ 1,185
1. Facebook App Home		1,185 100.0%

What is the proper way to create this segment and continue working on the project without loss of data?

Options:

- A-** Click and select 'Home Page' and 'Facebook App Home' in the table. Then right click on the selection and choose to Create a Segment from Selection, and save the segment with the exact configuration that has been automatically defined.
- B-** Click on the Main Menu Components, then on segments, and create a new segment of a VISITOR container with entry page equals 'Facebook App Home' AND page equals 'Home Page'.
- C-** Click on the Internal Menu of the Components project, then on New Segment, and create a segment of a VISIT container with entry page equals 'Facebook App Home' AND page equals 'Home Page'.

Answer:

C

Explanation:

The proper way to create a segment of traffic that started on the page "Facebook App Home" and accessed the "Home Page" in Analysis Workspace is to click on the Internal Menu of the Components project, then on New Segment, and create a segment of a VISIT container with entry page equals "Facebook App Home" AND page equals "Home Page". This will ensure that the segment captures only the visits that meet both criteria within the same visit. Clicking and selecting "Home Page" and "Facebook App Home" in the table and creating a segment from selection will not work, as it will create a segment of a HIT container with page equals "Home Page" OR

page equals "Facebook App Home", which is not what is required. Clicking on the Main Menu Components and creating a new segment of a VISITOR container with entry page equals "Facebook App Home" AND page equals "Home Page" will not work either, as it will capture visitors who met both criteria across different visits, which is also not what is required.

References: <https://experienceleague.adobe.com/docs/analytics/components/segments/create-segments-in-analysis-workspace.html?lang=en> <https://experienceleague.adobe.com/docs/analytics/components/segments/create-segments-in-analysis-workspace.html?lang=en#creating-a-segment-from-a-table>

Question 6

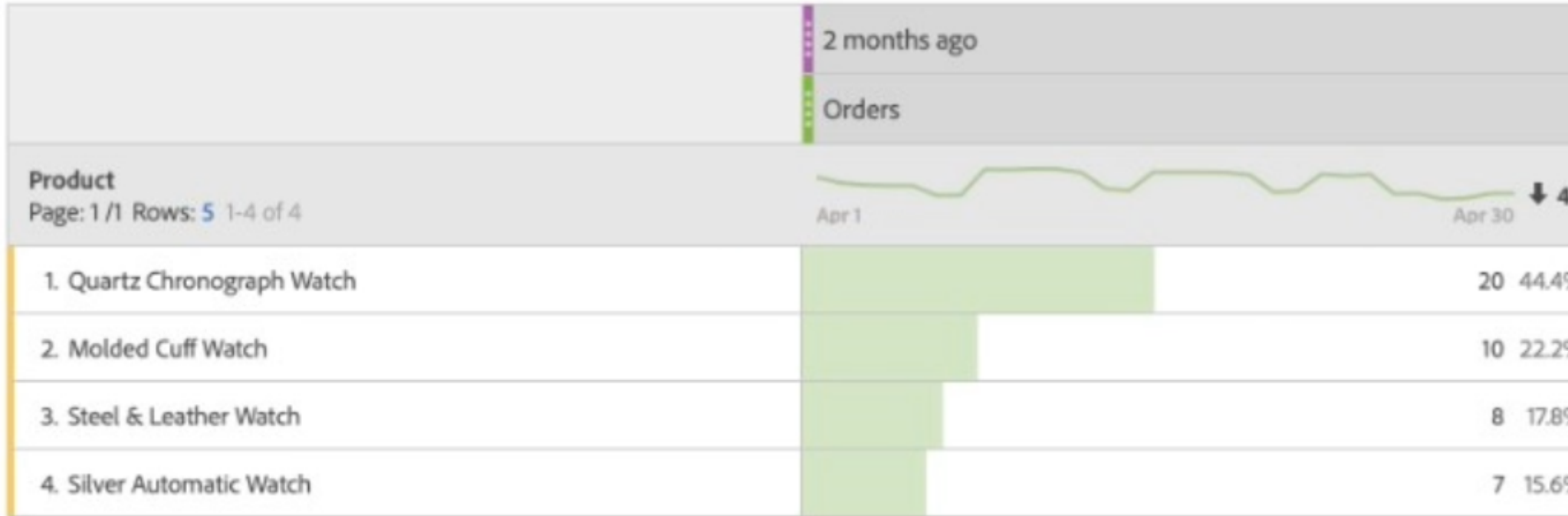
Question Type: MultipleChoice

Refer to the exhibit.

Drop a Segment Here (or any other component)

Last
Jun 9 2019 - Jun

• Orders



The date range is applied at the panel level, and a different date range is applied on top of the "Orders" metric.

Which values are displayed in the table?

Options:

- A- Product orders recorded last week
- B- Only product orders that have been purchased both two months ago and last week
- C- Product orders recorded two months ago

Answer:

B

Explanation:

The values displayed in the table are only product orders that have been purchased both two months ago and last week. This is because when a date range is applied at both the panel level and the metric level, the resulting date range is the intersection of both date ranges. In this case, since the panel date range is two months ago and the metric date range is last week, only the data that falls within both date ranges will be shown.

References: <https://experienceleague.adobe.com/docs/analytics/components/time/time-overview.html?lang=en>
<https://experienceleague.adobe.com/docs/analytics/components/time/time-overview.html?lang=en#date-range-intersection>

Question 7

Question Type: MultipleChoice

Refer to the exhibit:

● Top Metrics Against Segments

	Purchasers	Non-Purchasers	Difference Score
Metrics Page: 1 / 1 Rows: 50 1-5 of 5	 14	 5	
1. Video Views / Visitors	9.78	2.22	0.0
2. Video Time Viewed / Visitors	0.65	0.18	0.7
3. Searches / Visitors	0.51	0.19	0.7
4. Page Events / Visitors	2.56	1.17	0.6
5. New Engagements / Visitors	0.88	0.96	0.5

What is a valid interpretation of this Segment Comparison between Purchasers and Non-Purchasers segments?

Options:

- A-** Video Views/Visitors is the most statistically significant difference between the two segments.
- B-** On average, Purchasers view 81 % more videos than Non-Purchasers.
- C-** Purchasers are 81 % more likely to complete a Video View than Non-Purchasers.

Answer:

B

Explanation:

A valid interpretation of this Segment Comparison between Purchasers and Non-Purchasers segments is that on average, Purchasers view 81 % more videos than Non-Purchasers. This means that the average Video Views per Visitor for Purchasers is 81 % higher than that for Non-Purchasers. Video Views/Visitors is not the most statistically significant difference between the two segments, as it has a low confidence level of 68 %. Purchasers are not 81 % more likely to complete a Video View than Non-Purchasers, as this would imply a probability or conversion rate, not an average.

References: <https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/components/segment-comparison.html?lang=en> <https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/components/segment-comparison.html?lang=en#interpreting-segment-comparison-results>

Question 8

Question Type: MultipleChoice

When creating a calculated metric, how far back does the preview show data for?

Options:

- A- Can be selected by using the 'Preview Date" drop-down in the Calculated Metric Builder
- B- Last year
- C- Last 90 days

Answer:

A

Explanation:

When creating a calculated metric, the preview date range can be selected by using the "Preview Date" drop-down in the Calculated Metric Builder. This will allow you to see how your calculated metric performs for different periods of time, such as last week, last month, last quarter, etc.

References: <https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/calculated-metrics/calculated-metrics-overview.html?lang=en> <https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/calculated-metrics/calculated-metrics-overview.html?lang=en#previewing-a-calculated-metric>

Question 9

Question Type: MultipleChoice

Refer to the exhibit:

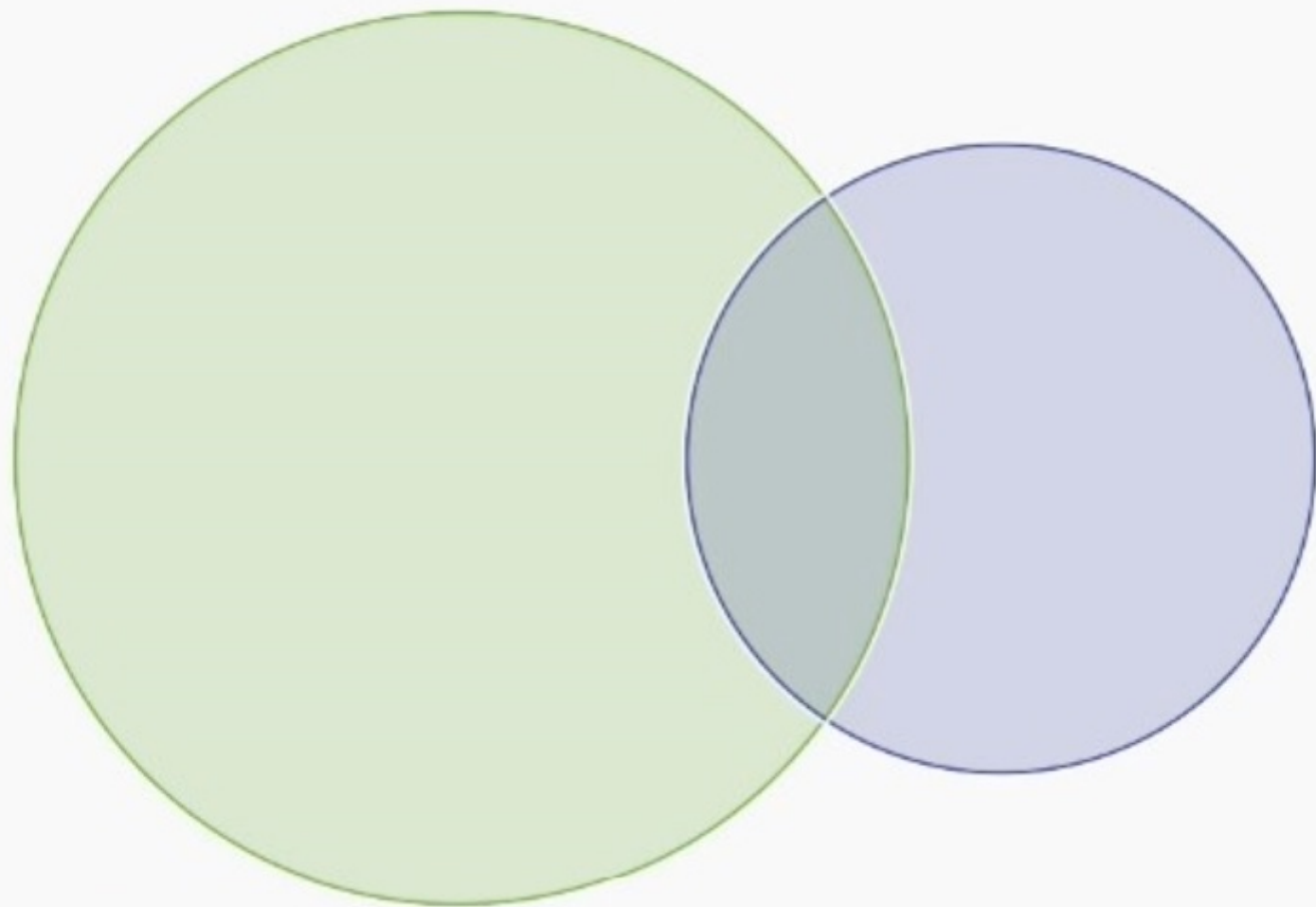
- Size and Overlap

Paid Search + Unique Visitors

■ 22.7k

Purchasers + Unique Visitors

■ 11.3k



A marketing analyst wants to look into visitors who originated from paid search and made a purchase.

Which two options can be done directly from this Visualization? (Choose two.)

Options:

- A-** Transform the Venn diagram into a Freeform Table by clicking on the managed data source colored dot next to the Venn header.
- B-** Drag a third segment onto the Venn Visualization to see how it relates to the other two.
- C-** Right click to create a new segment from the overlap region of the Venn Visualization.
- D-** Right click to create a segment from one side of the Venn Visualization.

Answer:

B, C

Explanation:

A Venn Visualization is a tool that shows how segments overlap or differ from each other. It can also support up to three segments in one visualization. Two options that can be done directly from this Visualization are: Drag a third segment onto the Venn Visualization to see how it relates to the other two. This will show how the third segment intersects or excludes the other two segments in different regions. Right click to create a new segment from the overlap region of the Venn Visualization. This will create a new segment based on the criteria that match both segments in the overlap region.

References: <https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/venn.html?lang=en>
<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/venn.html?lang=en#creating-a-segment-from-a-venn-visualization>

Question 10

Question Type: MultipleChoice

A user without administrator rights needs to share an important segment with a group of users in a Product Profile.

How would the segment be shared?

Options:

- A- All users and Individual Users
- B- Individual Users and Product Profile Group
- C- All users, Product Profile Group, or Individual Users

Answer:

C

Explanation:

A user without administrator rights can share an important segment with a group of users in a Product Profile by choosing one of the following options: All users, Product Profile Group, or Individual Users. These options are available in the segment settings under the Share With section. All users will make the segment available to everyone who has access to the same report suite. Product Profile Group will make the segment available to a specific group of users who have been assigned to a product profile. Individual Users will make the segment available to specific users who have been selected from a list.

References: <https://experienceleague.adobe.com/docs/analytics/components/segments/segment-sharing.html?lang=en>

<https://experienceleague.adobe.com/docs/analytics/components/segments/segment-sharing.html?lang=en#sharing-a-segment>

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