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Exam : **AD0-E200**

Title : **Adobe Analytics Architect**

Vendor : **Adobe**

Version : **DEMO**

NO.1 Suppose XYZ corp has reached out to correct the discrepancy identities in the revenue metrics of the reporting. The revenue amount captured In adobe Analytics is \$1250.21. The IT department of the corporation has confirmed revenue captured in the CRM system is Adobe Analytics expert, you recommend using Data Source to recently the revenue amount in the reports. What is the revenue amount to be passed in the import file?

- A. \$1.250.79
- B. \$2.500.00
- C. \$2.500
- D. \$1.249.79

Answer: B

NO.2 When reviewing the referring report for site xyz.com, you notice that site (xyz.com) is listed as the top referring domain. What is the most likely cause in this scenario?

- A. s.referringDomain has not been properly defined in appMeasurement config section
- B. s.linkInternalfilter has been properly defined in appMeasurement config section
- C. Internal URL filters have not been properly defined on report suite settings
- D. The rsid value on appMeasurement config section has not been properly defined
- E. s.link Track is not being set for the correct domain.

Answer: C

NO.3 An analyst is copying settings from an report suite to a new report suite. Which settings are copied over to a new report suite? Select two.

- A. Classification
- B. Pathing on variable
- C. Enable transaction ID Recording
- D. VISTA rules
- E. Evar

Answer: A,D

NO.4 There are plans at your organization to implement a new eVar to capture internal search terms on the company website. After speaking with multiple stakeholders. It has been determined that all search terms used during the visit should receive credit for success events.

Based on this information which allocation type should be selected in the report suite eVar settings?

- A. Most Recent (Last)
- B. Participation
- C. Original value (First)
- D. Linear

Answer: C

NO.5 You are performing quality assurance on one of the products for a sporting goods website. The product has the following details:

```
Product ID = abc123
Product Name = classic surfboard
Product Category = watersports
Retail Price = $399.99
```

Which of the following product strings would be correct?

```
abc123:classic surfboard-1-399.99-
classic surfboard:abc123-2-799.98-
watersports:abc123-2-799.98-
classic surfboard:abc123-2-399.99-
watersports:abc123-2-399.99-
```

- A. Option C
- B. Option A
- C. Option B
- D. Option D

Answer: A

NO.6 You have been asked to write technical specifications to add tracking to the internal search functionality of site. Given the following requirements. What is the most efficient solution to be implemented?

Custom eVar5 will capture the internal search term

Custom prop5 will capture the internal search term

Event3 is a customer event that is set each time a search occurs.

NOTE: Values in branches [] are dynamic meaning that they will vary based on the search term types by the site visitor A)

```
s.eVar5 = [internal search term]
s.prop5 = [internal search term]
s.events = event3
```

B)

```
s.eVar5 = [internal search term]
s.prop5 = D=v5
s.events = D=c5
```

C)

```
s.eVar5 = D=v5
s.prop5 = D=c5
s.events = event3
```

D)

```
s.eVar5 = [internal search term]
s.prop5 = D=v5
s.events = event3
```

- A. Option A
- B. Option C
- C. Option D
- D. Option B

Answer: A

NO.7 A company "XYZ Corp" has multiple department and would like to restrict access to data to different business based on their own department. What would be the contest ways of restricting the data? Select two.

- A. Create individual reports suites for each department and assign each analyst the access
- B. Create segments for each department and share the appropriate segment with the analyst suite.
- C. Create a global report suite with an evar set to the department then create virtual suite based on that eVar.
- D. Create indusial report suites with an eVar set to the site name then create a rollup of the suite

Answer: A,D