

DUMPS ARENA

Adobe Analytics Developer Professional Exam

Adobe AD0-E213

Version Demo

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QUESTION NO: 1

Identify the correct features of Rollup Reports from below options, kindly select 2 options which imply the same? Select all that apply.

- A. Rollup report suites can include a maximum of 40 child report suites.
- B. When you add a report suite to an existing rollup, historical data is included in the rollup.
- C. Data contained in rollup report suites does not support breakdowns or segments.
- D. Rollup report suites do not have any limit for events.

ANSWER: A B**Explanation:**

The two correct features of Rollup Reports are as follows: A. Rollup report suites can include a maximum of 40 child report suites. B. When you add a report suite to an existing rollup, historical data is included in the rollup. For more information, please refer to the Adobe Analytics Developer Professional study guide.

QUESTION NO: 2

Which of the following scenarios would justify the use of the feature "processing rules" in adobe analytics? Select all that apply.

- A. Product manager has launched a new iOS/Android app and data is being captured in context variable. It needs to be mapped over to eVar/props
- B. A product manager is looking to capture user agent in an eVar but doesn't want to request the release manager for another build in production
- C. Product Marketing team has launched a new social media marketing campaign and would like to see campaign performance in last touch channel report
- D. The page name for checkout is "checkout". Product manager would like to fix the historical values that have been captured so far in pages report

ANSWER: A D**Explanation:**

The scenarios that would justify the use of the feature "processing rules" in Adobe Analytics are A and D. Processing rules allow users to define conditions and actions to transform data as it enters the reporting interface. In scenario A, processing rules can be used to map the context variable to eVar/props. In scenario D, processing rules can be used to fix the historical values captured in the pages report. Details can be found in the Adobe Analytics Developer Professional study guide.

QUESTION NO: 3

Which type of data element is often used for sampling data in the Adobe Experience Platform?

- A. Random number
- B. Query string
- C. JavaScript variable

ANSWER: A

Explanation:

A random number data element is often used for sampling data in the Adobe Experience Platform. This data element generates a random number between 0 and 1, which is then used to select a given sample size. This is referenced in the Adobe Analytics Developer Professional study guide section on the Tag Management System.

QUESTION NO: 4

Which feature of Adobe Experience Cloud enables developers to control the what, when, where, and how of all the analytics tags on the website?

- A. Extensions
- B. Rules
- C. Data elements

ANSWER: B

Explanation:

Rules in Adobe Experience Cloud enable developers to control the what, when, where and how of all the analytics tags on the website. Rules allow you to easily create and manage analytics tags using point-and-click interfaces. Rules also allow you to create conditions so that certain tags will only fire when certain criteria are met, giving you more control over the data that is collected. Rules are a powerful tool for developers, allowing them to customize the analytics tags for a website quickly and accurately.

QUESTION NO: 5

An analyst has to alter a request in report Builder in order to illustrate the number of order by month and by purchase country. Currently it displays only the total values by month. What are two ways the analyst can address this change? (Choose two.) Select all that apply.

- A. Right-click on the request cell, and added depended Request > Breakdown.
- B. Edit the existing request and select the Dimension "Country" in the first step of the request wizard and "Month" in the second step of the request wizard
- C. Edit the existing request and select the dimension "Month" in the first step of the request wizard and Country" in the second step of the request wizard
- D. Right-click on the request and add Matching request breakdown.

ANSWER: A B**Explanation:**

The two ways to address this change are as follows: A. Right-click on the request cell, and added depended Request > Breakdown. This option allows you to add a breakdown to the existing request and view the results by the chosen dimension. B. Edit the existing request and select the Dimension "Country" in the first step of the request wizard and "Month" in the second step of the request wizard. This option allows you to edit the existing request and specify the dimensions that you want to use. For more information, please refer to the Adobe Analytics Developer Professional study guide.

QUESTION NO: 6

Identify the characteristics which is correct in Comparison of Global Report Suite and Rollup Report Features?

- A. Rollups provide data on all dimensions, Global report suites provide aggregate data on only high-level reports.
- B. Global report suites can aggregate historical data. Rollups while only report data from the point they were implemented.
- C. Rollups are only processed at midnight each night, while global report suites report data with standard latency.

ANSWER: B**Explanation:**

Global report suites can aggregate data from multiple report suites into one high-level report. This allows you to view data from multiple report suites at once, enabling you to quickly compare performance across sites, countries, or other groupings. Additionally, global report suites can aggregate historical data, allowing you to see the overall performance of a site over a period of time.

Rollups, on the other hand, are used to aggregate data from multiple report suites into one report suite. This allows you to view data from multiple report suites at once, but it only reports data from the point they were implemented. As a result, rollups cannot be used to view historical data, as they will only report data from the point they were implemented. Additionally, rollups are only processed at midnight each night, while global report suites report data with standard latency.

QUESTION NO: 7

An analyst intended to prevent the next tracking call from being sent to Adobe; however, after reviewing the reports, she found that the tracking call was still sent to Adobe. Which code should the analyst have added to the doPlugins() function?

- A. s.abort = true;
- B. s.abort = false;
- C. s.track = false;
- D. s.track = true;

ANSWER: A**Explanation:**

This code should be added to the doPlugins() function in order to prevent the tracking call from being sent to Adobe. Specifically, setting s.abort to true will stop the tracking call from being sent, while setting it to false will allow the tracking call to be sent. This is described in the Adobe Analytics documentation (<https://docs.adobetags.com/analytics/implementation/general/variables/abort/>).

QUESTION NO: 8

An analytics manager at XYZ company is looking to upload email campaign metadata and event data into Adobe Analytics so that he/she can monitor campaign and website performance together. Which Adobe Analytics API can the manager be advised to use? Select all that apply.

- A. Report Suite API
- B. Data Sources API
- C. Events API
- D. Classifications API

ANSWER: B C**Explanation:**

The manager should use the Data Sources API to upload email campaign metadata and event data into Adobe Analytics. The Data Sources API allows users to upload and manage data from various sources, including emails, and to use that data to create metrics and segments in Adobe Analytics. Details can be found in the Adobe Analytics Developer Professional study guide.

QUESTION NO: 9

A developer has installed large numbers of extensions.

What can be done to help manage the performance of the application without uninstalling extensions?

- A. Selectively enable and disable the extensions.
- B. Sort installed extensions by clicking a column heading.
- C. Remove an extension by selecting an application from the Products list.

ANSWER: A**Explanation:**

According to the Adobe Analytics Developer Professional study guide, one way to help manage the performance of an application with a large number of extensions installed is to selectively enable and disable the extensions depending on the page or functionality being used. This allows you to control which extensions are active and running on the page, which can help to improve performance and reduce the amount of resources being used.