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9A0-412

Adobe Analytics Business Practitioner

Version 1.0

Exam A

QUESTION 1
Please answer the question using the segment in the exhibit.

Definitions

Show Visit ▼   ⚙ Options

| Product | equals ▼ | Basic High Waist Jean | ✕ |

And ▼

| Product Views | is greater than or equal to ⌄ | — 2 + | ✕ |

Which statement is true regarding the segment if "visit" was changed to "hit"?

A. The segment population will decrease
B. The segment population will increase
C. The number of product views will be less than two
D. The number of product views will be greater than two

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 2
An analyst needs to deliver a Workspace to the members of the executive team on a weekly schedule. The members of this executive group do NOT for Adobe Analytics or the Adobe Marketing Cloud.

How should the analyst schedule the weekly delivery of this Workspace to this executive group?

A. Create an "Executive" publishing list and send to that group
B. Add the executive's email address directly in the recipient's field and send
C. Create a new "Executive" user group and send to that group
D. Add the executive's email addresses to an existing user group and send

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 3 While running an Adobe Analytics eVar classification report, the analyst has identified that one of the classification values should not be in this report. In order to remove only this single classification value, what should the analyst do?

A. Upload a new classification value of "~empty~" so that the above report value is deleted
B. Upload a new classification with a blank value where the previous value existed
C. Delete the classification value from the above report via the classification manager
D. Delete the entire classification column from the classification manager

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 4
A marketing organization has ongoing marketing efforts across multiple channels. In the past, the organization utilized the following URL parameter their efforts:

mpid: to identify the marketing agency partner
afid: for affiliate ID campId: to
track the campaign ID itrkid: 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 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/?cid=123wes?afid=value&campid=value&itrkId=value&mpid=value&offerid=value
C. domain.com/landing-page/mpid=value&afid=value&campid=value&itrkid=value&offerid=value
D. domain.com/landing-page/mpid=value&afid=value&campid=value&itrkid=value&offerid=value

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

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 5 An analyst creates a Workspace based on two
separate segments:

A) Product type = electronics
B) Marketing channel = affiliate

As a follow-up analysis, the analyst wants to identify electronics sales from the affiliate channel over the past 90 days.

Which segment should the analyst create to fulfill these requirements?

A. A new segment to include segment A OR B. Then within 90 days the orders event count is greater than "0".
B. A new segment to include segment A AND B. Then within 90 days the orders event count is greater than "0". Product type = electronics
C. A new segment to include segment A. Then within 90 days the orders event count is greater than "0".
D. A new segment to include segment B. Then within 90 days the orders event count is greater than "0". Marketing channel = affiliate

Correct Answer: B
Section: (none)
Explanation
Explanation/Reference:

QUESTION 6 Per a solution design reference, the following variables are set when a social share occurs:

event5 – Social Share eVar7 –
Social Share Channel prop7 –
Social Share Channel

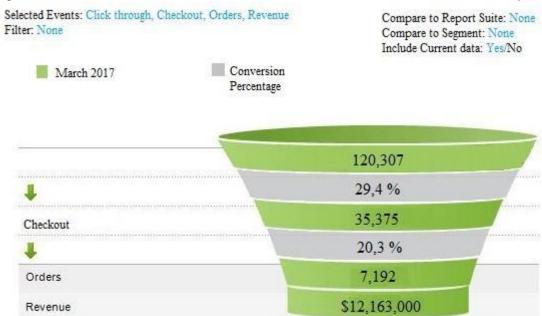In Adobe Analytics Reports, which report can be created?

A. Social Share per Visit by Social Share Channel
B. Top URLs shared
C. Top Products shared
D. Social Shares by Marketing Channel

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 7
In the image of the funnel shown in the exhibit, which statement is true if the evenue decreases by 50%?

Selected Events: Click through, Checkout, Orders, Revenue
Filter: None

Compare to Report Suite: None
Compare to Segment: None
Include Current data: Yes/No

March 2017   Conversion Percentage

	120,307
↓	29,4 %
Checkout	35,375
↓	20,3 %
Orders	7,192
Revenue	$12,163,000

A. Average revenue per order increases
B. Average orders per click-through decrease
C. Average revenue per order decreases
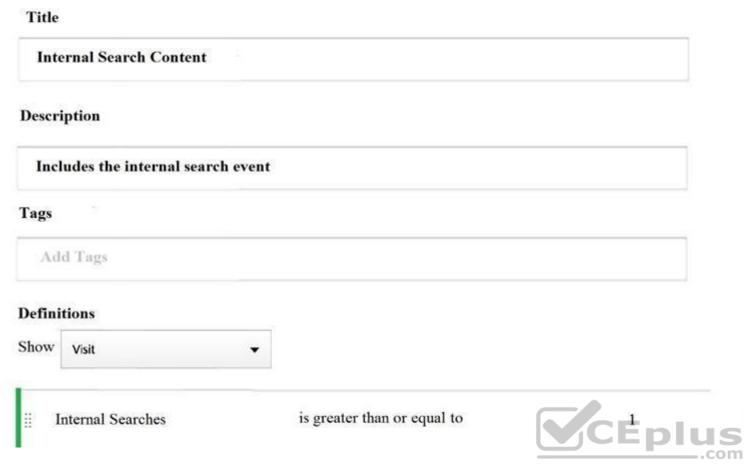D. Average orders per click-through increase

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 8
An analyst is running the standard "Pages" report and is applying the segment shown in the exhibit.

Title

Internal Search Content

Description

Includes the internal search event

Tags

Add Tags

Definitions

Show   Visit ▼

⋮ Internal Searches   is greater than or equal to   1

When applying the above segment to the "Pages" report, the analyst sees the following top 5 pages:

1. home
2. cart
3. products:electronics
4. search:computers:1 5. search:televisions:1

What change should be made to remove the non-search result pages from the pages report?

A. Run the "Pages" report with the internal search event in Workspace
B. Change the segment container from "Visit" to "Hit"
C. Run the "Pages" report with the internal search event in Reports
D. Change the segment container from "Visit" to "Visitor"

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
QUESTION 9
An analyst needs to configure an Affiliate marketing channel within the Marketing Channel Processing Rules. Traffic from this channel uses the "source" and "campaign_name" query parameters. The "source" query parameter is used by other marketing channels. Traffic from the Affiliate marketing channel this query parameter with a value that starts with "aff". Affiliate traffic may NOT have a defined value for "campaign name".

How should the analyst configure the processing rule so that any hits from affiliate are added to the Affiliate marketing channel?

A. Hits where the "source" query parameter starts with "aff" and the "campaign_name" exists
B. Hits where the "source" query parameter starts with "aff"

C. Hits where the "source" and "campaign_name" query parameters exist
D. Hits where the 'campaign_name' query parameter starts with "aff"

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 10
An analyst needs to share a Workspace with a select group of individuals that may change over time. Which process should the analyst follow?

A. Add the Workspace to the user group from the Admin console
B. Share the Workspace with the user group from within the Workspace
C. Select the "Share" option and add each individual that needs to access the project from the Workspace
D. Select the "Share" option, create a new custom group for the set of users and share the project with that group from the Workspace

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 11
A Business Practitioner needs to report on event5 by site section using a custom variable for day of week.

Which option allows the Business Practitioner to most efficiently achieve this goal?

A. Use the day of week conversion variable with full subrelations and instances
B. Use the day of week conversion variable and subrelate by site section with event5
C. Use the day of week traffic variable and correlate by site section with event5
D. Use the day of week traffic variable and participation metrics

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 12
The Analyst needs to segment Data Warehouse report for mobile visits from the social, media channel. In the segment manager of Adobe Analytics following segments exist:

1. Social media visits (visits where the marketing channel is social media)
2. Mobile visits (visits where mobile device exists)

What should the analyst do to segment the data warehouse report for mobile visits from the social media channel?

A. Create a new segment for mobile visits from the social media channel
B. Configure the data warehouse request so that two data sets are returned, one with each segment applied
C. Use segment stacking to combine both segments above and apply that to the Data Warehouse requestD. Export two files of "mobile" and "social media channel" and use Excel to manipulate the data

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 13
An analyst need to evaluate the "greatest gifts" email campaign. The following variables are available in Adobe Analytics:

- s.campaign: Tracking Code (using the "cid" parameter) – 30-day expiration. Last Touch
- prop1: Full Page URL
- eVar1: Full Page URL – 30-day expiration. Last Touch- Pages: Custom page name

When the campaign was launched, the landing page URL was as follows: http://www.geometrix.com/products/gifts/main.html?cmp=greatest%20gifts

How can the analyst report on revenue from the "greatest gifts" campaign for the last 30 days?

A. Run the Tracking Code report with the campaign name "greatest gifts"
B. Create a visitor-based segment where page name contains "greatest%20gifts" and trend revenue
C. Create a visitor-based segment where eVar1 contains "greatest%20gifts" and trend revenue
D. Run the Marketing Channel report for the Email channel

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
Reference: https://marketing.adobe.com/resources/help/en_US/mchannel/marketingchannels.pdf

QUESTION 14
As part of the checkout process of an e-commerce site, the following pages and events are being set in the order shown:

- Page Name: Start Checkout – event1
- Page Name: Shipping Information – event2
- Page Name: Payment Information – event3
- Page Name: Review Order – event4
- Page Name: Purchase Confirmation – event5

The analyst needs to create a report that the company can use to determine the page in the checkout process where visitors have the highest rate and where visitors go after falling out of the funnel.

What should the analyst use to create this report?

A. Custom event funnel in Reports
B. Adobe Report Builder
C. Full Paths report
D. Analysis Workspace

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
QUESTION 15
How can the analyst correctly display "homepage" traffic?

Pages	Page Views
http://www.site.com/	25,647
http://www.site.com/index.html	22,467
http://www.site.com/about.html	8,734
http://www.site.com/contact.html	4,590
http://www.site.com/site_map.htmp	2,234

A. Use unique page names
B. Shorten the page namesC. Use the page URL only
D. Classify the page names

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 16
An analyst needs to create a report that trends multiple metrics in a single chart. These metrics need to be added to a standard Adobe Analytics dashboard.

How should the analyst create this report?

A. Create a Key Metrics report with the required metrics and add that report to the dashboard
B. Create a Trended Metrics report with the required metrics and add that report to the dashboard
C. Create a visualization with multiple metrics in Workspace and add that to the dashboard
D. Create a trend of multiple metrics in Report Builder and add that to the dashboard

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 17
The analyst needs to the deliver a daily report that details a full list of the most popular products as they were sold by their merchandising categories. Products can belong to multiple merchandising categories and sub categories.

Which statement below best explains why the daily scheduled delivery of a report direct from the Adobe Data Warehouse would be a better choice than scheduled report from Adobe Analytics Reports?

A. Adobe Data Warehouse can provide all combinations of products, categories and sub categories
B. Adobe Data Warehouse can provide better data visualization in a delivered report

C. Adobe Data Warehouse is the only location where reporting drill downs can occurD. Adobe Data Warehouse is the only tool that can deliver scheduled daily reports

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
Reference:

QUESTION 18
What are two possible ways to provide a segmented view of the data in Adobe Analytics? (Choose two.)

A. Create a new workspace
B. Create and apply a segment
C. Create a virtual group and apply a segment to their view of the data
D. Create a virtual report suite based on a segment

Correct Answer: BD
Section: (none)
Explanation

Explanation/Reference:

QUESTION 19
The social media manager sent an email to the analyst claiming that the latest report received has a lot lower conversion attribution to the organic social channel than expected. The analyst started to investigate and saw the information shown in the exhibit in the marketing channel manager:

Related links: **Marketing Channel Manager, Help**

Processing Order	Rule Sets
1	1 rule identifying **Paid search**
2	1 rule identifying **Natural Search**
3	1 rule identifying **Email**
4	1 rule identifying **MNG Social**
5	1 rule identifying **Display**
6	1 rule identifying **Display RMKT**
7	1 rule identifying **Affiliate**
8	1 rule identifying **Vanity**
9	2 rules identifying **Direct**
10	1 rule identifying **Referrer**

What step should the analyst take next?

A. Examine the report of question as the marketing channel manager has no effect on the social organic conversion attribution
B. Suggest adding a new organic social channel to the rule set as it is missing
C. Investigate the conversion tracking as the marketing channel manager is set correctly.
D. Explain to the social media manager that the last period had a low traffic from organic social

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 20
An analyst needs to report on the number of visits where the product, "Basic High Waist Jean," was viewed AND purchased within the same visit. But the analyst reported on the number of visits where the product, "Basic High Waist Jean," was viewed OR purchased within the same visit. What is the result?

A. The reported number of page views stays the same B.
The reported number of page views decreases
C. The reported number of visits increases.
D. The reported number of visits decreases.

Correct Answer: A
Section: (none)

Explanation

Explanation/Reference:

QUESTION 21 An analyst needs to deliver a Workspace report to the members of the executive team on a weekly schedule in a form that is easily consumed.

How should the analyst schedule the delivery of this Workspace report?

A. Send the HTML version of the Workspace to the "Executive" user group
B. Send the Excel version of the Workspace to the "Executive" email address
C. Send the CSV version of the Workspace to the "Executive" publishing list
D. Send the PDF version of the Workspace to the "Executive" user group

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 22
How do the values of calculated metrics change from March 2016 compared to December 2016?

Configure Graph

A. The value of Order/Product Views remains the same
B. The value of Order/Product Views increases
C. The value of Order/Product Views decreases

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 23 An analyst has the following metrics available
for a retail site:

- Revenue
- Orders
- All Visits
- Internal Search Visits
- Internal Searches- Cart Adds

Which calculated metric should the analyst create to report on the internal search conversion rate for purchases?

A. Internal Searches/Cart Adds
B. Cart Adds/Internal searches
C. Internal Search Visits/Revenue
D. Orders/Internal Search Visits

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 24 Site visitors must perform the following steps to complete a
full conversion:

1. Start a registration form
2. Complete the registration form
3. Purchase a software package
4. Download the software package

The following variable are available in the company implementation:

Event1: form start
Event2: form complete
Event3: download
Purchase event
Campaign Products eVar1:
from name and step eVar2:
download name Orders

What action should the analyst take to analyze the path to conversion shown?

A. Build a PathFinder report
B. Build a next page report
C. Build a custom event funnel
D. Build the marketing channel report with final conversion rate

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
QUESTION 25
An analyst needs to create a report using a mix of pages viewed by visitors and custom events to understand where visitors abandon the process.

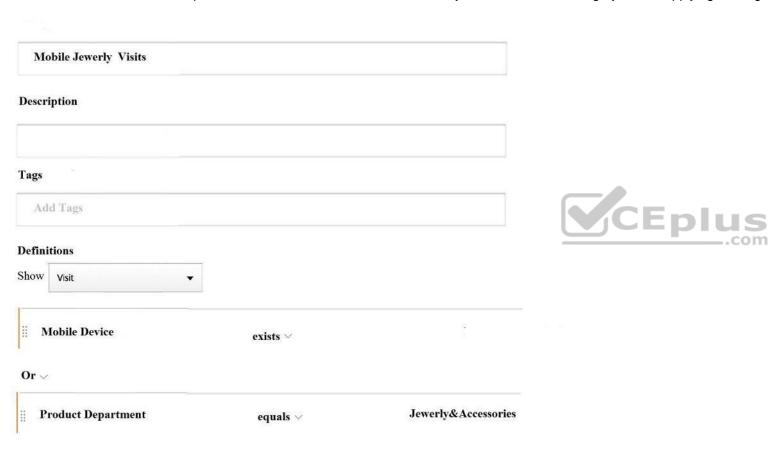Which type of report should the analyst create?

A. A custom event funnel within Reports
B. A fallout analysis within Workspace
C. A pathing report within Reports
D. A PathFinder report within Workspace

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 26
The segment in the exhibit was used to report on mobile visits that included the Jewelry and Accessories category. When applying the segment to view reports., there are instances when mobile are NOT included within the results.

What changes to the segment are required?

A. Change Mobile Devices from "exists" to "contains"
B. Change container logic from "or" to "then"
C. Change container logic from "or" to "and"
D. Change Mobile Devices from "exists" to "matches"

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 27 An analyst needs to provide a URL to the marketing team that can be used to track paid search campaign activity. The analytics implementation is to capture the value of the "cid" query parameter, and set that as the value of s.campaign.

Which URL can be used to measure the paid search campaign activity?

A. www.site.com/home.html?cid=paid_search-google
B. www.site.com/home.html&utm_cid=paid_search-google
C. www.site.com/home.html&cid=paid_search-google
D. www.site.com/home.html?utm_cid=paid_search-google

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Reference: https://marketing.adobe.com/resources/help/en_US/sc/implement/analytics_implement.pdf (page 219)

QUESTION 28
Using the Adobe Analytics suite of tools, which two tools should an analyst use to identify abnormalities in a given report? (Choose two.)

A. Segment comparison in Workspace
B. Anomaly detection in Adobe Analytics Reports
C. Tracking code in Adobe Analytics Reports
D. Processing Rules in Adobe Analytics Admin

Correct Answer: BC
Section: (none)
Explanation

Explanation/Reference:

QUESTION 29
The analyst needs to create classification for the Products reports for product category. product color and product size.

Where should the analyst create these classifications for the products report?

A. The Classification Rule Builder
B. The Classification Importer
C. The Report Suite Settings for Traffic Variables
D. The Report Suite Settings for Conversion Variables

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Reference: https://marketing.adobe.com/resources/help/en_US/reference/classification_rule_builder.html

QUESTION 30 What is the proper sequence to show a completed purchase conversion funnel using the below options:

- Visits
- Product views
- Cart adds
- Checkout- Purchase
- Entries
- Exits

A. Visits > Product Views > Cart Adds > Purchase
B. Product Views > Cart Adds > Checkout > Purchase
C. Visits > Entries > Cart Adds > Checkout > Exits
D. Product Views > Cart Adds > Checkout > Exits

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 31 How would the analyst create a segment for
a "new visitor"?

A. Use a segment container of "visitor", where visit number is less than 1
B. Use a segment container of "hit", where visit number is less than 1
C. Use a segment container of "visitor", where visit number = 1
D. Use a segment container of "hit", where visit number = 1

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Reference: https://marketing.adobe.com/resources/help/en_US/analytics/segment/seg_overview.html

QUESTION 32
An analyst wants to set up a monthly revenue target for search engines from Google – Russia within a calendar year. How should the analyst set target value by month?

A. Select granularity "entire period" and add target value by month
B. Select granularity "entire period", add target value, and divide target by 12
C. Select granularity "monthly", add target value, and divide target by 12
D. Select granularity 'monthly" and add target value by month

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 33
An analyst needs to deliver a report or data from Adobe Analytics that will be used on a weekly basis. Data requirements are as follows:

▪ Must include multiple fields Marketing Channel Last Touch, Marketing Channel Last Touch Detail, Products, and Purchase ID
▪ Must include multiple metrics such as Revenue, Orders, Units, Visits, and Page views
▪ Must be delivered so that it can be integrated with other data that is NOT a part of the Adobe Analytics data ▪
Must be able to be imported into another set of data

What method of reporting in Adobe Analytics meets these requirements?

A. Adobe Data Warehouse
B. Adobe Analytics Workspace
C. Adobe AdHoc Analysis
D. Adobe Analytics dashboards

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 34 The analyst needs to create a virtual report suite for traffic to the site where visitors are from a specific city. Once this virtual report suite is configured, which features will be available to the analyst? (Choose two.)

A. Create retroactive reporting for the virtual report suite
B. Create a real-time report for the virtual report suite
C. Create classifications for use only in the virtual report suite
D. Create a user group, restricting access to the virtual report suite

Correct Answer: AD
Section: (none)
Explanation

Explanation/Reference:
Reference: https://marketing.adobe.com/resources/help/en_US/reference/vrs-about.html

QUESTION 35
An analyst needs to create a report in which the user can drill down from the marketing channels of the Last Touch Marketing Report to the product then to the SKU (eVar1) report. The user should be able to access the report from their web browser at any time and change dates and metrics.

Which reporting option enables the user of the report to perform these tasks?

A. Adobe Report Builder
B. Adobe Data Warehouse
C. Adobe Analytics AdHoc Analysis
D. Adobe Workspace

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 36 An analyst needs to report on a paid search campaign named "Best Gifts". Instead of using a consistent tracking code, several departments have used own code, as follows:

- best gifts
- gifts
- gift ideas
- best presents
- present ideas
These codes are available in the Tracking Codes report.

The analyst needs to create a ranked report for the last 30 days. The report must show the performance of this campaign as a whole, with other campaigns that were in place at the time.

How should the analyst perform this task?

A. Classify the tracing codes above with one campaign name
B. Have the marketing departments use a consistent tracking code
C. Run the Marketing Channel Report
D. Create a visitor-based segment where the tracking code contains "gifts"

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 37
An analyst has a business requirement to report on video engagement of visitors who arrive via paid search on a mobile device compared with visitors via paid search on tablet?

What should the analyst create to meet this business requirement?

A. Two segments (visits from paid search and mobile and visits from paid search and tablet) and apply to the video report to show the comparison
B. A data warehouse report with the following metrics/dimensions: video name, video length, mobile, tablet, paid search, visits
C. A data warehouse report with the following metrics/dimensions: video name, video completion rate, mobile, tablet, paid search, unique visitorsD. A single segment (visits from paid search, mobile, and tablet) and apply to the video report to show the comparison

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 38

Definitions

Show   Visit

Internal Searches   equals ∨   **Watches for Him**

Site conversions for men's watches have been increasing over the last month. Internal search terms are being captured in evar1. The analyst wants to capture the number of orders that are occurring in the same session in which visitors search for "Watches for Him" by creating a segment. The exhibit shows a segment that the analyst has configured.

How will orders be reported with this segment applied to the "Internal Search Terms" report?

A. The segment will return no orders where a search was conducted in the same visit
B. The segment will return all orders for the "Watches for Him" search phrase conducted during same visit in which the order took place
C. The segment will return all orders where a search was conducted in the same visit
D. The segment will return no orders for the "Watches for Him" search phrase conducted during same visit in which the order took place
Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 39
Using the classification rule builder, an analyst needs to create a classification report for marketing tracking codes by the campaign name value codes. Below is an example of several tracking codes, where the item between the underscores represents the campaign name:

1. paid-search_non-branded-phrases_jeans
2. social-media_brand-awareness_twitter
3. display-advertising_brand-awareness_media-site
4. affiliates_shipping-discounts_affiliate-network

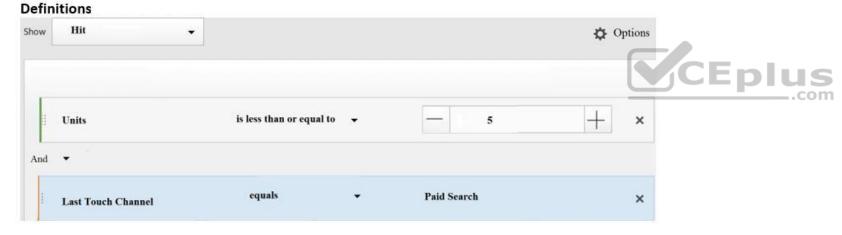What kind of classification rule should the analyst create?

A. A Regular Expression rule that matches the pattern of the 2 underscores, pulling out the value between them
B. A Delimiter rule that breaks the tracking code apart at the underscore, placing the second item in the classification
C. A Regular Expression where the rule contains "brand"
D. A Contains rule that matches two underscores, pulling out the value between them

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 40
Which statement is true regarding the segment if "equals" was changed to "does not equal"?

A. This segment includes hits with 2 units attributed to display
B. This segment includes hits with 6 units attributed to affiliate
C. This segment includes sessions with 6 units attributed to organic search
D. This segment includes sessions with 2 units attributed to direct

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
QUESTION 41

Definitions

Show | Visit ▾ | ⚙ Options

| Page | contains ⌄ | Beauty&Fragrance | ✕ |

The analyst needs to report on URLs for a site using the segment in the exhibit. The page's report is capturing page urls.

The groups below represent visits in Adobe Analytics captured during the reporting period:

Group A:
www.acme.com/Beauty_&Fragrance/perfume
www.acme.com/Beauty_&Fragrance/foundation
www.acme.com/Beauty_&Fragrance/powder
Group B:
www.acme.com/BeautyandFragrance/perfume
www.acme.com/BeautyandFragrance/foundation
www.acme.com/BeautyandFragrance/powder
Group C: www.acme.com/Cosmetics/foundation
www.acme.com/Cosmetics/powder
www.acme.com/Cosmetics/perfume Group D:
www.acme.com/Beauty&Fragrance/perfume
www.acme.com/Beauty&Fragrance/foundation
www.acme.com/Beauty&Fragrance/powder

Which group of URLs would appear in a page's report with the segment applied?

A. Group D
B. Group C
C. Group A
D. Group B

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 42

Marketing Channel Report	
Last Touch Marketing Channel	**Unique Visitors**
Paid Search	2,030
Referring Domains	1,817
Direct	1,487
Natural Search	891
Social Networks	819

Referrer Types	
Referrer Types	**Unique Visitors**
Search Engines	3,026
Other Web Sites	1,564
Typed/Bookmarked	2,156
Social Networks	298

The analyst has been two separate reports that provide differing measurements of unique visitors. The reports were generated with Report. These differing values are in the attached exhibit. Why are the unique visitors of the "Typed/ Bookmarked" Referrer type in the "Referrer Types" report unique visitors of the "Direct" channel in the Last Touch Marketing Channel Report different?

A. The Referrer Types report only identifies visitors that have a referring URL
B. The Referrer Types report has the option to "Override Last-Touch Channel" checked
C. The Marketing Channel report cannot be customized like the Referrer Types report
D. The Marketing Channel report does not use the same logic as the Referrer Types report

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 43
What is the correct order of steps that are needed to set up a classification rule in the Rule Builder?

A. Add a rule set > select the report suite and a variable > add rules, test the rules > activate the rules
B. Add a rule set > add a rule > test the rule > activate the rule
C. Add a report > add a segment > create rules > test the rules > activate the rules > share the reportD. Add a report suite > select the variable > add rules > test the rules > activate the rules

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 44
The analyst has been provided the video metrics and variables shown in the exhibit as a part of a solution design reference (SDR). Given the complete implementation shown, what reporting option is available within Adobe Analytics?

Variable	Name	Set When/Where
event1	Video Starts	Set on all video starts
event2	Video Completes	Set on all video completes
eVar1	Video Name	Set with the name of the video with event1 and event2
eVar2	Content Type	Set with content type on video plays and page views
prop1	Video Pathing	Set with video name on all stars and plays, enabled for pathing

A. Video heartbeat
B. Video milestones
C. Video time played
D. Video completion rate

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 45
An analyst needs to provide an optimization hypothesis to increase the Paid Search spend ROL. Which optimization hypothesis should the analyst recommend?

A. Decreasing spending on paid search and increasing organic search investment will increase paid search ROL
B. Using the site's home page as the landing page for all paid search visitors will increase conversions.
C. Increasing the total spending will increase the AOV and the paid search ROL.
D. Creating a product-specific landing page may increase the conversions.

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 46
An analyst needs to report on the performance of last quarters email marketing campaign efforts. The analyst expected to see the email marketing contribute over 40% of revenue. However, the result for this category shows only 18,5%.

Assuming that all tracking codes have been classified correctly, how should the analyst research individual email campaign to understand which campaign underperformed?

• Freeform Table

Marketing Channel (Tracking Code) Page: 1/1 Rows:50	Revenue	
	$460,002,993	
1. Search	$92,452,204	20,1%
2. Email Marketing	$84,951,515	18,5%
3. None	$58,010,257	12,6%
4. Email Service	$41,636,074	9,1%
5. Social Media	$38,926,862	8,5%
6. Display Ad	$36,297,917	7,9%
7. Banner	$35,628,321	7,7%
8. Trade Show Booth	$21,139,722	4,6%
9. Partner	$20,202,909	4,4%
10. Magazine	$12,861,115	2,8%
11. Shopping Comparison Engine	$11,258,476	2,4%
12. Affiliates	$6,638,621	1,4%

A. Breakdown Email Marketing by the "Campaign name" classification
B. Create an Email Marketing segment within Workspace
C. Change the metric from revenue to orders
D. Trend the Email Marketing View

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 47
An analyst needs to provide reporting on the amount of revenue attributable to an internal campaign. When a site visitor clicks through an internal the promotion ID is captured on the next page in prop1 and eVar1. The prop is configured as a standard traffic variable. The eVar is set to last touch expiration.

The analyst needs to report on the revenue associated with the internal campaign "homepage_promo_valentines_sale". Revenue must be attributed campaign.

How should the analyst report on this revenue?

A. Use eVar with the revenue participation metric for the campaign
B. Use eVar with the revenue metric for the campaign
C. Use prop1 with the revenue participation metric for the campaign
D. Use prop1 with the revenue metric for the campaign

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 48
An analyst wants to create a segment to measure all instances or organic search from Google for use on the Entry Pages report. How should the analyst create this segment?
A. Use a segment container of "visitor", where Search Engine – Natural = "Google"

B. Use a segment container of "hit", where Search Engine – Natural contains "Google"

C. Use a segment container of "hit", where Search Engine – Natural = "Google"

D. Use a segment container of "visitor", where Search Engine – Natural contains "Google"

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 49
In the image of the funnel shown in the exhibit, which statement is true if the number of orders doubles?

A. Average orders per click-through increases

B. Average revenue per order increases

C. Average revenue per click-through decreases

D. Average orders per checkout decreases

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 50

Custom Events	Report Name	Set When/Where
event10	Downloads - Custom	On click of a download file
event11	Exits-Custom	On click of an exit link
event12	Download Product Initiated	On click of a product download
event13	Download Product Start	When the product starts to download
event14	Product Finding Method Set	On product view page
event15	Product Config Page	On load of the product config page
event16	Checkout Potential Revenue	On cart add and on cart view
event17	Successful Login	On a successful login
eVar21	Exit Link URL	On click of an exit link
eVar22	Download File Name	On click of a download file
eVar23	Download Product Detail	On click of a product download
eVar24	Download File Type	On click of a download file
eVar25	Product Finding Method	On cart add and on cart view
eVar26	Download Driver	On click of a download button
eVar27	Form Name	On form interactions
prop21	Exit Link URL	On click of an exit link
prop22	Download File Name	On click of a download file

A business has a download manager that may require the user to log in or register before a download can begin. The business is interested in the following data:

▪ What drove the visitor to interact with a download button
▪ The amount of revenue gathered as a result of downloads ▪
The download start rate

Refer to the data points in the exhibit that are a part of the analytics solution design. What can the analyst determine on this solution?

A. What download file names produced the most download errors
B. Which download driver has the highest rate of downloads per visit
C. Which form had the most errors
D. What marketing channel produced the most download revenue

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 51
An analyst needs to create a URL to give to the marketing department for use in a paid search campaign. The URL that the analyst created looks as follow:

www.site.com/landing_page.html?cid=paid-search_jeans-campaign

After the campaign launches, the analyst reviews the Traffic Sources report. "Search Engines – Paid". and observes NO traffic in the report.

What change should the analyst make to ensure paid search traffic from the URL above is present in the "Search engines – Paid" report?

A. Configure Natural Search Detection in the admin console to exclude the "cid" query parameter

B. Update the processing rules for the Natural Search channel in the marketing channel report to exclude hits where the query parameter "cid" is in the URL

C. Configure Paid Search Detection in the admin console to include the "cid" query parameter

D. Update the processing rules for the Paid Search channel in the marketing channel report to include hits where the query parameter "cid" is in the URL

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 52
The analysis site, sets event 1 on all interactions and sets eVar1 with the name of these interactions at the same time. The analyst needs to trend the interaction "dropdown clicks" and visits in the same report. How can the analyst trend the interaction above (for "dropdown clicks") with site-wide visits, in the same report?

A. Create a segmented metric for event1, where eVar1's value is "dropdown clicks" and use the Key Metrics report with the visits metric

B. Add "dropdown clicks" instances to the Key Metrics report along with visits

C. Trend the eVar1 report for "dropdown clicks" and then add visits to that eVar report

D. In a dashboard, trend instances of "dropdown clicks" in the same reportlet with the visits metric

Correct Answer: B
Section: (none)
Explanation

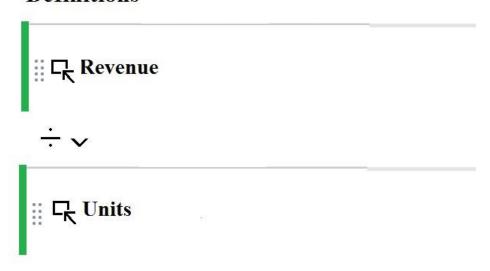**Explanation/Reference:**

QUESTION 53
An analyst needs to report on the average order value for their e-commerce site. The exhibit shows the calculated metric that is currently in place for order value. This metric returns a lower-than-expected value for average order value.

Summary

Definitions

Which revised calculated metric should the analyst select?

A. Revenue/Cart Adds
B. Orders/Units
C. Orders/RevenueD. Revenue/Orders

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 54
An analyst wants to share a segment with all 300 members of the "Executive" user group except for two individuals. How should the analyst share the segment with the desired population?

A. Share the segment with specific users individually
B. Permanently edit the "Executive" user group
C. Un-share the segment with individuals from the "Executive" user group
D. Share the segment with a newly created user group

Correct Answer: D
Section: (none)
Explanation
Explanation/Reference:

QUESTION 55 An analyst wants to use all of the following variables to configure a
single fallout report:

- Landing page group
- Marketing channel eVar
- Product view event
- Purchase event- Product category eVar

Which tool should the analyst use?

A. Reports and analysis
B. Workspace
C. Segment builder
D. Data Warehouse

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 56
The logic between two containers changes from "Or" and "And". What is the result?

A. The number of orders stays the same, segment population increases.
B. The segment population stays the same, orders decreases.
C. The number of orders increases.
D. The segment population decreases.

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 57
An analyst is building a dashboard in Microsoft Excel using Adobe Report Builder and needs to pull page views by day for mobile visits from natural engines. Segments have already been created an Adobe Analytics for the following:

- Visits from Natural Search Engines
- Visits from Mobile Devices

How should the analyst apply, segments to the Adobe Report Builder request for page views for mobile devices from natural search engines?

A. Use segment stacking in Adobe Report Builder to combine the two segments above
B. Pull an Adobe Report Builder request for both segments and take the difference of the results
C. Pull an Adobe Report Builder request for both segments and add the results
D. Use a new segment that combines mobile and natural search visits

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 58
An analyst needs to report on revenue, units, and orders by IP address.
Which reporting tool should the analyst use to provide this data?

A. Reports
B. Report Builder
C. Data Warehouse
D. Workspace

Correct Answer: A
Section: (none)
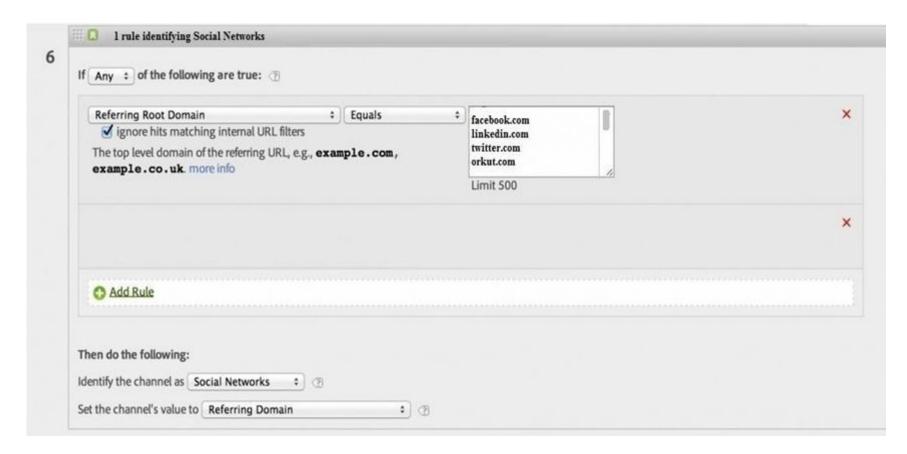**Explanation**

Explanation/Reference:

QUESTION 59
An analyst is running the Marketing Channel Overview report and notices that there is no revenue created to their social media campaigns. At this point there are many campaigns on Facebook that use tracking code query parameter, "cid=social". Exhibits 1 and 2 show how the social traffic is configured by processing rules of the Marketing Channel Report.

What change should the analyst make to the Marketing Channel processing rules?

A. The "Social Campaigns" processing rule should be set to the tracking code contains "Social".

B. The "Social Networks" channel should be changed to set the channel's value to "Tracking Code".

C. The "Social Campaigns" marketing channel should be before the "Social Networks" channel in processing order.

D. The "Social Networks" processing rule should be changed to a condition of "Any".

Correct Answer: B

Section: (none)
Explanation

Explanation/Reference: