



Vendor: Adobe

Exam Code: AD0-E202

Exam Name: Adobe Analytics Business Practitioner

Version: 21.061

QUESTION 1

A web analyst is viewing a report in an Analytics' Workspace freeform table and sees a dark grey triangle.



What is the specifying in the report?

- A. Incomplete data
- B. End of data set
- C. Data anomaly detected
- D. Data includes outside data source

Answer: C

QUESTION 2

Using Intelligence Alerts in an Adobe Analyst Workspace Project, how far back does the alert's anomaly detection go to determine data anomalies on the daily granularity?

- A. 15 weeks + same range last year
- B. 15 months + same range last year
- C. 365 days + same range last year
- D. 35 days + same range last year

Answer: D

QUESTION 3

Which two items are available for capture using the Adobe Analytics data insertion API? (Choose two.)

- A. Cached pages hits
- B. Clicking data
- C. Custom links
- D. Web browser configuration data
- E. Custom visitor ID

Answer: CE

Explanation:

<https://helpx.adobe.com/in/analytics/kb/data-insertion-api-post-method-adobe-analytics.html>

QUESTION 4

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

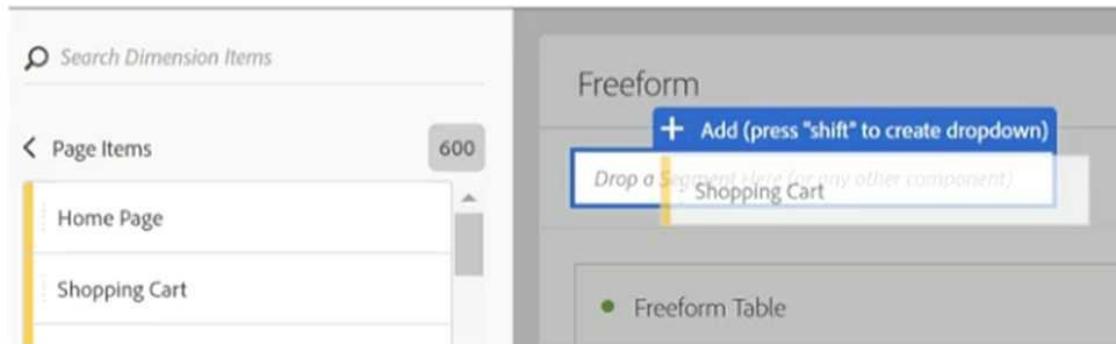
the Affiliate marketing channel?

- 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"

Answer: B

QUESTION 5

Refer to the exhibit. What is the result if dragging and dropping a page name value item on the segment Drop Zone?



- A. A visit-based segment that includes entire visits in which the specific pages was viewed at least once
- B. A visitor-based segment that includes entire visitor from who saw the specific page at least once.
- C. A visit-based segment that included visit in which only the specific page was seen
- D. A hit-based segment that includes only the specific page

Answer: A

QUESTION 6

The e-commerce team of a home furniture store notices a decrease in numbers of orders over the last two months for the bedroom category. Which three metrics are relevant to include in the report to investigate the decrease? Fallout rate for each step in the purchase funnel for the bedroom" category

- A. Cart additional for bedroom" category
- B. Revenue for the bathroom" category
- C. Page views for bathroom" category
- D. Average Page views per category
- E. Orders per product in the bedroom category

Answer: ADE

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