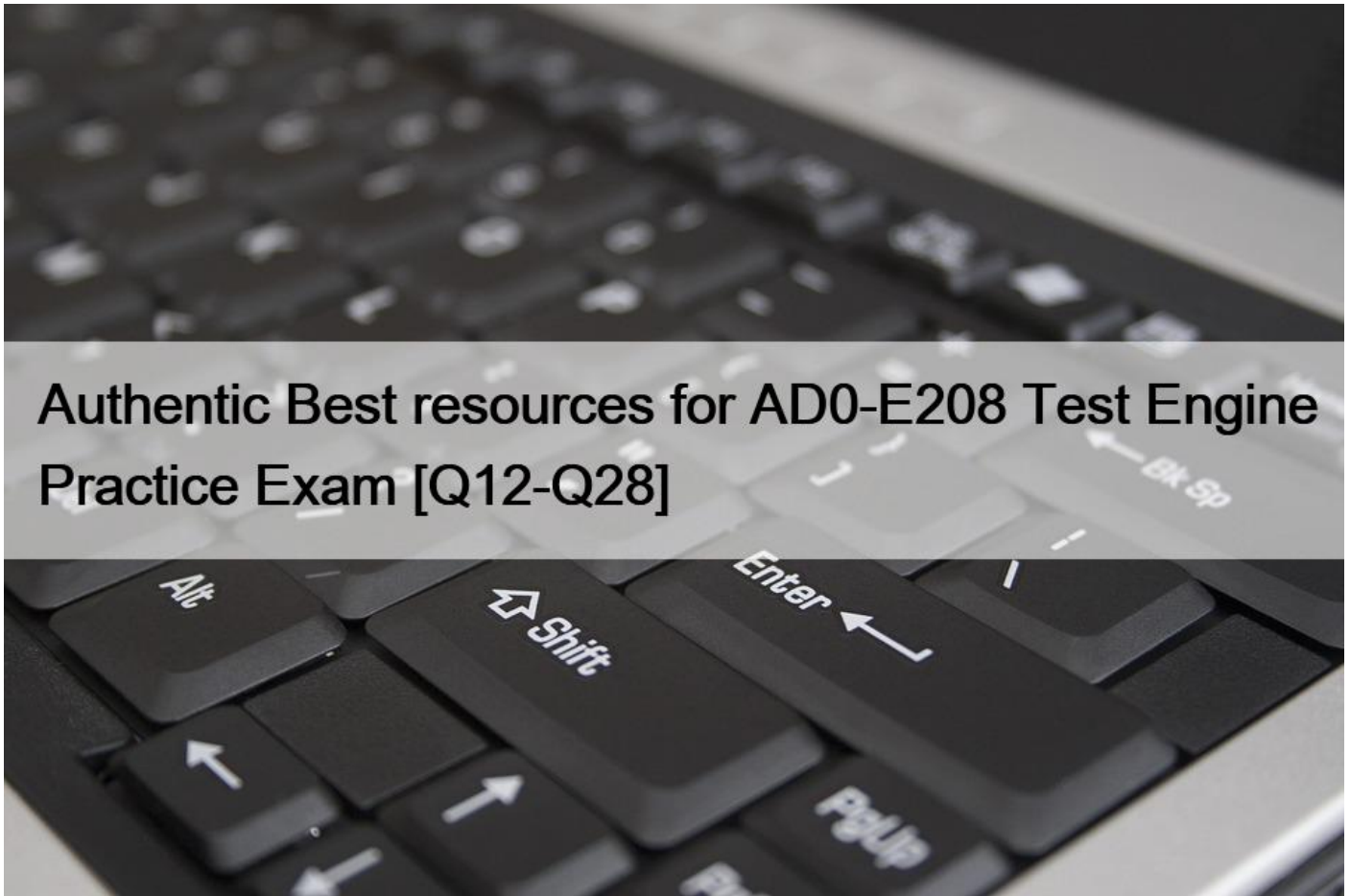


Authentic Best resources for AD0-E208 Test Engine Practice Exam [Q12-Q28]



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[2023] AD0-E208 PDF Questions - Perfect Prospect To Go With Test4Engine Practice Exam

Adobe AD0-E208 exam covers a wide range of topics related to Adobe Analytics, including data collection, data analysis, reporting, and segmentation. AD0-E208 exam is designed to be challenging and requires a deep understanding of Adobe Analytics and its various features. Individuals who pass the exam will have demonstrated their ability to effectively use Adobe Analytics to drive business decisions.

NEW QUESTION 12

An analyst is co-creating a report with their client counterpart in preparation for a running marketing performance dashboard. Marketing is still getting onboarded with the analytics tool and hope to begin leveraging data to enable data-driven decisions.

How would the analyst look to share out the dashboard broadly across the team?

- * Share a PDF at the time the report is completed to the client counterpart and the greater marketing team
- * Share Can Edit rights with the client counterpart and Can View rights with the entire marketing team

* Share Can Edit rights with the client counterpart and Can Duplicate rights with the entire marketing team

Explanation

The best way to share out the dashboard broadly across the team is to share Can Edit rights with the client counterpart and Can View rights with the entire marketing team. This will allow the client counterpart to co-create and modify the dashboard with the analyst, while the rest of the marketing team can view and interact with the dashboard without making any changes. Sharing a PDF at the time the report is completed would not allow for any interactivity or updates, and sharing Can Duplicate rights with the entire marketing team would create unnecessary copies of the dashboard.

References:

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/share/share-project.html?lang=en>

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/share/share-project.html?lang=en>

NEW QUESTION 13

A media agency is running a Display campaign, but none of the data is credited to the Display marketing channel in Adobe Analytics.

Here are some example tracking codes provided by the media agency:

?cid=disp_lifestyle_summer2019.088653 ?cid=disp_summer2019_branding_647821

?cid=disp_671244_hero_summer2019

The Marketing Channel Processing Rule for the Display channel is configured as follows:

The screenshot shows a configuration interface for a Marketing Channel Processing Rule. The rule is titled "2 rules identifying Display". The condition is set to "If All of the following are true:". There are two conditions listed:

- Query String Parameter: cmpid, Exists
- Query String Parameter: cmpid, Start With: disp, Limit 500

The action is "Then do the following:"

- Identify the channel as: Display
- Set the channel's value to: Query String Parameter, cmpid

A large watermark "blog.test4engine.com" is overlaid on the image.

What is causing the loss of data in Adobe Analytics?

- * The Marketing Channel processing rule is not set up to collect data for the summer2019 campaign.
- * The Marketing Channel processing rule is using a different query string parameter.
- * The variables in the tracking code are not following a consistent taxonomy.

Explanation

The reason why none of the data is credited to the Display marketing channel in Adobe Analytics is that the Marketing Channel processing rule is using a different query string parameter. The tracking codes provided by the media agency use the parameter `“cid”`, but the processing rule is looking for the parameter `“cmpid”`.

Therefore, the rule will not match any of the tracking codes and will not assign them to the Display channel.

References:

<https://experienceleague.adobe.com/docs/analytics/admin/admin-tools/channel-manager/marketing-channels-ove>

<https://experienceleague.adobe.com/docs/analytics/admin/admin-tools/channel-manager/marketing-channels-ove>

NEW QUESTION 14

When changing the Fallout visualization from Eventual Path to Next Hit, the analyst notices that the data reports zero Visitors across the report.

Why would this occur?

- * Across all visitors, the fallout depicted never was completed as a next step conversion.
- * Across all visitors, the fallout depicted never was completed as an eventual path conversion.
- * There was no direct path from the second and third fallout touchpoints.

Explanation

When changing the Fallout visualization from Eventual Path to Next Hit, the report shows only the conversions that happened in the immediate next hit after each step. If the report shows zero visitors across the report, it means that none of the visitors completed the fallout as a next step conversion.

References:

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/fallout.html?lang=>

NEW QUESTION 15

A business owner is reviewing quarterly financial data and looks to complete projections for the upcoming quarter.

Which tool should be used to enable this analysis?

- * Adobe Experience Platform
- * Data Feed
- * Marketing Channels

Explanation

Adobe Experience Platform is a tool that enables data integration, analysis, and visualization across different sources and channels.

It can help business owners to review historical data and create projections for the future.

References: <https://experienceleague.adobe.com/docs/experience-platform/landing/home.html?lang=en>

NEW QUESTION 16

In which order are these data components processed?

- * Page code > VISTA Rules > Marketing Channel Rules > Processing Rules
- * Page code > Processing Rules > VISTA Rules > Marketing Channel Rules
- * Marketing Channel Rules > Page code > Processing Rules > VISTA Rules

Explanation

The order in which these data components are processed is page code > VISTA Rules > Marketing Channel Rules > Processing Rules. This means that page code is processed first, then VISTA Rules are applied on top of page code data, then Marketing Channel Rules are applied on top of VISTA Rules data, and finally Processing Rules are applied on top of Marketing Channel Rules data.

References:

<https://experienceleague.adobe.com/docs/analytics/admin/admin-tools/channel-manager/marketing-channels-ove>

<https://experienceleague.adobe.com/docs/analytics/admin/admin-tools/channel-manager/marketing-channels-ove>

NEW QUESTION 17

Two single condition Segments are set up for creating a Virtual Report Suite. Both Segments are visit scoped and have the following rule using default Dimensions:

Segment A: Marketing Channel equals 'Social Networks'; Segment B: Countries equals 'United Kingdom'; Which data subset of the source Report Suite will be available when using this Virtual Report Suite?

- * Visit data for visits coming from a Social Network OR from the United Kingdom
- * Visit data for visits coming from a Social Network AND from the United Kingdom
- * All Visitor data for visits coming from a Social Network AND from the United Kingdom

Explanation

The data subset of the source report suite that will be available when using this virtual report suite is visit data for visits coming from a Social Network AND from the United Kingdom. This is because when two single condition segments are set up for creating a virtual report suite, they are combined with an AND logic. This means that only the visits that match both segments will be included in the virtual report suite.

References:

<https://experienceleague.adobe.com/docs/analytics/components/virtual-report-suites/vrs-overview.html?lang=en>

<https://experienceleague.adobe.com/docs/analytics/components/virtual-report-suites/vrs-overview.html?lang=en#>

NEW QUESTION 18

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?

- * A visit-based segment with one include condition: Page does not equal “Shopping Checkout”;
- * A hit-based segment with one exclude condition: Page equals “Shopping Checkout”;
- * A visit-based segment with one exclude condition: Page equals “Shopping Checkout”;

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-vi>

NEW QUESTION 19

Several end users have complained that Analysis Workspace is too cluttered with infrequently used variables.

How would the Report Suite Admin Console be used to improve their user experience?

- * Suggest the team use Data Feeds
- * Suggest the team use Customize Menus
- * Suggest the team use Data Warehouse

Explanation

The best way to improve the user experience of Analysis Workspace for end users who complain that it is too cluttered with infrequently used variables is to suggest the team use Customize Menus. Customize Menus is a feature that allows users to hide or show dimensions, metrics, segments, or date ranges in Analysis Workspace based on their preferences. This can help reduce clutter and improve efficiency. Suggesting the team use Data Feeds or Data Warehouse will not help with this issue, as they are different tools that are used for exporting or importing data.

References:

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/customize-menus.html?lang=en>

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/customize-menus.html?lang=en#>

NEW QUESTION 20

An analyst is given a list of specific events a user must take to complete a purchase. What would be used to see the conversion rate between steps?

- * Cohort Table
- * Fallout Visualization
- * Flow Visualization

Explanation

A Fallout Visualization is a tool that shows the conversion rate between steps or touchpoints in a user journey.

It can help identify where users drop off or complete a goal, such as a purchase. It can also support different types of touchpoints, such as pages, events, segments, or dimensions.

References:

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/fallout.html?lang=>

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/fallout.html?lang=>

NEW QUESTION 21

Which option would an analyst choose to show the percentage change between the two numbers in a visualization?

- * Use the Summary Change visualization from a Freeform Table, click the Visualization settings, and O select Show Raw Difference
- * Use the Summary Change visualization, click the Visualization settings, and select Show Percent ,#l Change
- * Use the Summary Number visualization, click the Visualization settings, and select Percentages

Explanation

The Summary Change visualization shows the difference between two numbers in a report, such as current period vs previous period. To show the percentage changebetween the two numbers, you need to click the Visualization settings and select Show Percent Change.

References:

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/summary-change.h>

NEW QUESTION 22

Refer to the exhibit:



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

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

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>

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/components/segment-comparison>

NEW QUESTION 23

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

- * Landing page prop
- * Marketing channel eVar
- * Product view event
- * Purchase event
- * Product category eVar

Which tool should the analyst use?

- * Segment builder
- * Workspace
- * Reports and analysis

Explanation

Workspace is a tool that allows you to create interactive and customizable reports using various visualizations and components. It can also support multiple variables in a single fallout report, unlike segment builder or reports and analysis.

References:

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/analysis-workspace.html?lang=en>

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/fallout.html?lang=en>

NEW QUESTION 24

In Analysis Workspace, what are two ways a Map Visualization can be built? (Choose two.)

- * Representing geo segmentation data about visitor location on the DMA or Zip Code level
- * Using IP address or Latitude/Longitude
- * Building a Map Visualization using one metric (including calculated metrics)
- * Building a Map Visualization using two or more metrics (including calculated metrics)

Explanation

A Map Visualization can be built by representing geo segmentation data about visitor location on the DMA or Zip Code level, which are two dimensions that can be used in a map. Alternatively, a Map Visualization can be built by using one metric (including calculated metrics) that can be applied to any dimension that has geographic data associated with it, such as country or region.

References:

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/map.html?lang=en>

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/map.html?lang=en>

NEW QUESTION 25

In Analysis Workspace a Flow Visualization can be created.

What is the benefit of using the correct configuration of Flow Visualization?

- * It enables the expansion of a column to show all nodes. By default, only the top five nodes are displayed.
- * It is based on instances of a dimension. However, this configuration does not offer the option to exclude repeated instances, for example, Page reloaded.
- * It allows analyzation of the visitor's path for the same visit only

Explanation

A Flow Visualization is a tool that shows the path that users take through a website or app. It can help identify common or uncommon behaviors, drop-offs, loops, or exits. One benefit of using the correct configuration of Flow Visualization is that it enables the expansion of a column to show all nodes. By default, only the top five nodes are displayed in each column, but you can click on the expand icon to see more nodes.

References:

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/flow.html?lang=en>

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/flow.html?lang=en>

NEW QUESTION 26

In Analysis Workspace, which two types of components can be used in order to filter the scope of the report to a specific section of the website? (Choose two.)

- * Dimensions
- * Segments
- * Time
- * Standard Metrics

Explanation

In Analysis Workspace, segments and time are two types of components that can be used to filter the scope of the report to a specific section of the website. Segments are subsets of data based on certain criteria, such as page name, traffic source, device type, etc. Time is a component that allows you to specify a date range or granularity for your report. Dimensions and standard metrics are not components that can be used to filter the scope of the report, but rather to break down or measure the data.

References:

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

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

NEW QUESTION 27

In which two visualizations is the Anomaly Detection report available? (Choose two.)

- * Ranked Freeform Table
- * Line Visualization by Day
- * Trended Freeform Table
- * Line Visualization by Week

Explanation

Anomaly Detection is a feature that automatically detects statistical anomalies in your data based on a daily or weekly granularity. Therefore, it is only available in line visualizations by day or by week, not in ranked or trended freeform tables.

References:

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/line-visualization.h>

NEW QUESTION 28

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?

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

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-ov>

<https://experienceleague.adobe.com/docs/analytics/components/variables/conversion-variables/conversion-var-ov>

Adobe AD0-E208 exam is ideal for professionals who work in digital marketing, web analytics, and business intelligence. It is also suitable for individuals who are interested in expanding their knowledge and skills in using Adobe Analytics tools. AD0-E208 exam is a rigorous assessment of an individual's abilities and requires extensive preparation and study to pass. However, achieving this certification can help professionals stand out in the competitive job market and gain credibility as experts in their field.

Best updated resource for AD0-E208 Online Practice Exam:

https://www.test4engine.com/AD0-E208_exam-latest-braindumps.html