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1年間無料アップデート

Exam : **AD0-E202**

Title : Adobe Analytics Business Practitioner

Version : DEMO

1.An analyst create a workspace based on two separate segments:
A) 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
Answer: B

2.A pet food company with an eCommerce store is currently working with two different media agencies to drive online sales through Paid Search advertisements.
They user a parameter in the Tracking Code variable to distinguish between traffic driven by each agency, and they would like to understand which agency is more effective at driving sales.
Which metric should they use to compare and evaluate the agencies Return on Investment (ROI) performance?
A. Revenue
B. Cost per acquisition
C. Conversation Rate
D. Orders
Answer: B

3.A client requests a donut chart of the top 10 cities.
The analyst creates the following Freeform table.



The following donut chart was already created, but only shows five cities and an ''Other'' bucket.



What is the correct way to show all 10 cities in the same donut visualization?

A. Open the visualization settings in the top right visualization menu, and set the item limit to 10.

B. Right-click the visualization to set the item limit to 10.

C. Change the source freeform table to limit the amount of records.

D. Click on the ''Other'' bucket label to unhide the list of elements in this bucket.

Answer: A

4.A software company released a new product Software44.ID:12345.

When analyzing the products report in order to see how the orders performed since the release of Software4, the product Name report looks like this:

* Software1:144 orders
* Software2:139 orders
* Software3: 58 orders
* Unspecified: 21 orders

The marketing manager wants Unspecified to appear with the product name in the report.

What should the analyst do?

A. Delete the rule set in Classification Rule Builder with all listed product IDs and product names.
B. Tell the marketing manager that it cannot be changed the issue comes from the ecommerce/IT team and how they configured the product.
C. Updated the Classification Imported file with 12345 value for product Software4.
D. Update the Classification file with Software product name for 12345.
Answer: A

5.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
Answer: A