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## Adobe Analytics Developer Professional Exam

Adobe AD0-E213

Version Demo

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## QUESTION NO: 1

Within Adobe Analytics, how long does it take for data to be processed and ready for reporting?

- A. Approximately 5 minutes
- B. Within seconds
- C. Approximately 1 hour

## ANSWER: A

### Explanation:

Within Adobe Analytics, it typically takes around 5 minutes for data to be processed and ready for reporting. This is due to the fact that data must be collected, processed, and stored before it can be made available for reporting. This process can take a few minutes depending on the amount of data being processed. However, Adobe has various optimizations in place to reduce the time it takes for data to be processed and ready for reporting.

## QUESTION NO: 2

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: 3

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: 4**

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: 5**

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: 6**

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: 7**

A Solution Design Reference (SDR) Document indicates that the developer needs to track page views on the retail website. As part of this process, the developer needs to populate the page name for each web page.

Which data object can be used to accomplish this?

- A. digitaldata.page.pageURL
- B. digitaldata.catagory.pageName
- C. digitaldata.page.pageName

**ANSWER: C**

## Explanation:

In Adobe Analytics, the `digitalData` object is used to pass data to the Analytics server. The `digitalData` object is a JavaScript object that contains a number of properties and methods that can be used to populate data for Analytics tracking.

In this case, the developer needs to track page views on the retail website and populate the page name for each web page. The `digitalData.page.pageName` property can be used to accomplish this. The `digitalData.page` object is used to pass data about the current web page to Analytics, and the `pageName` property is used to specify the name of the current web page.

For example, the following code can be used to set the `digitalData.page.pageName` property to the name of the current web page:

```
digitalData.page.pageName = "Home Page";
```

This will set the `pageName` property of the `digitalData.page` object to "Home Page", which will be sent to the Analytics server along with other data about the current web page.

## QUESTION NO: 8

A developer wants to use extensions to add core functionality to tags. What is the first step to add a new extension?

- A. Mouse over an extension to configure it.
- B. Select an extension from the extensions catalog.
- C. From a property's overview page, open the Extensions tab.

## ANSWER: B

## Explanation:

The first step to add a new extension is to select an extension from the extensions catalog. To do this, from a property's overview page, open the Extensions tab and select an extension from the list. You can then mouse over an extension to configure it.

## QUESTION NO: 9

When may the JavaScript exception 'TypeError: "x" is not a function' occur?

- A. When function V shares its name with a variable define earlier.
- B. When function V is called after it is defined.
- C. When the type of the value returned by function V does not match its declared type.

## ANSWER: C

## Explanation:

The JavaScript exception "TypeError: "x" is not a function" occurs when the type of the value returned by function V does not match its declared type. For example, if a function is declared to return an integer but returns a string instead, this exception will occur. This can happen when incorrect data types are used or when the function is called with the wrong number of

arguments. Reference: <https://www.adobe.com/content/dam/acom/en/devnet/analytics/analytics-developer-professional-study-guide.pdf>