Adobe

AD0-E207 Exam

Adobe Analytics Architect Master

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Question: 1

While auditing the Adobe Analytics implementation, an Architect finds that the hourly unique visitor report is 3 hours behind.
What is causing this issue?

A. Increased unique variable values
B. Increased number of users running repots
C. New variables enabled for report suite
D. An unexpected traffic spike

Answer: D

Explanation:

Overview of the Issue: The hourly unique visitor report being 3 hours behind indicates a delay in data processing within Adobe Analytics.
Potential Causes: The delay could be due to several factors such as increased data volume, server performance issues, or unexpected traffic spikes.
Explanation:
Increased unique variable values: This could slow down processing, but it typically affects data collection rather than causing such a significant delay.
Increased number of users running reports: This might slow down the user interface and report generation, but not data processing itself.
New variables enabled for report suite: This usually affects the data collection stage and can cause delays but would not typically result in a consistent 3-hour lag.
An unexpected traffic spike: A sudden increase in traffic can overload data processing servers, causing delays in reporting as the system tries to catch up with the increased data volume.
Verification: According to Adobe's documentation, data processing delays are often caused by unexpected traffic spikes that increase the volume of data beyond typical processing capacity (Adobe Analytics Documentation).

Question: 2

While auditing an Adobe Analytics implementation, an Architect discovers that reports built using the Marketing Channel dimension show a large proportion of "None'' visits.
Which two steps should be taken to diagnose the problem? (Choose two.)

A. Break down "None1' Marketing Channel by Tracking Code
B. Review Marketing Channel Processing Rules
C. Review Marketing Channel Data Feeds
D. Check that Internal URL Filters are configured correctly
E. Review Marketing Channel Data Connector settings

Answer: B, D

Explanation:

  Overview of the Issue: The "None" value in Marketing Channel reports indicates visits that are not attributed to any of the defined marketing channels.
  Potential Diagnostic Steps:
Break down "None" Marketing Channel by Tracking Code: This can provide insights but does not directly address the underlying configuration issues.
Review Marketing Channel Processing Rules: Ensures that the rules are correctly defined and applied. Incorrect or missing rules can result in visits being categorized as "None".
Review Marketing Channel Data Feeds: Useful for data validation but not for configuration troubleshooting.
Check that Internal URL Filters are configured correctly: Ensures that internal traffic is filtered out and does not interfere with marketing channel attribution.
Review Marketing Channel Data Connector settings: Relevant for integrations but not for basic processing rule configurations.
  Explanation:
Review Marketing Channel Processing Rules: Essential to verify that all necessary rules are correctly set up to attribute visits to the correct channels.
Check that Internal URL Filters are configured correctly: Ensures that visits from internal sources do not affect marketing channel data, preventing incorrect attribution to "None".
  Verification: According to Adobe Analytics Implementation documentation, reviewing processing rules and internal URL filters is crucial for accurate channel attribution (Adobe Analytics Implementation Guide).

Question: 3

A company has a secure website that requires visitors to log in prior to accessing any content beyond the homepage. A visitor can log out manually, or their website will automatically log them out at the end of their browser session. The visitor must log back in to continue browsing.
The company has a business requirement to track the login status of their visitors.
Which three login statuses should the Architect recommend capturing? (Choose three.)

A. "Unregistered / Logged Out"
B. "Anonymous1
C. 'Registered / Logged Out'
D. "Registered / Logged In"
E. "Incomplete Registration"
F. "Unregistered / Logged In"

Answer: A, D, E

Explanation:

  Business Requirement: Track the login status of visitors on a secure website.
  Potential Login Statuses:
"Unregistered / Logged Out": Tracks users who have not registered or have logged out.
"Anonymous": Generally used for visitors who browse without logging in, but does not apply in a secure login-required context.
"Registered / Logged Out": Important for tracking users who have accounts but are currently logged out.
"Registered / Logged In": Essential for tracking active, logged-in users.
"Incomplete Registration": Useful for identifying users who started but did not complete the registration process.
"Unregistered / Logged In": Typically not applicable as unregistered users cannot be logged in.
  Explanation:
"Unregistered / Logged Out": Helps in understanding the behavior of users who visit but have not completed registration or logged out.
"Registered / Logged In": Critical for identifying and analyzing the behavior of active users.
"Incomplete Registration": Helps in identifying and addressing barriers in the registration process.
  Verification: According to Adobe Analytics best practices, capturing various login statuses helps in comprehensive user behavior analysis (Adobe Analytics User Guide).

Question: 4

A company wants to market to more visitors via email, SMS, and print mail. They obtain contact details from visitors through their website account registration form. Their immediate business goal is to increase website account registrations.
The Architect adds the following dimensions and metrics to the Measurement Plan:
eVar for Visitor Login Status
eVar for Form Name
Event for Form Starts
Event for Forms Submitted With Errors
Event for Forms Submitted Successfully
Which two calculated metrics should the Architect add to the Measurement Plan? (Choose two.)

A. Registration Form Completion Rate
B. Return Visitation Rate
C. Registered Visitor Transaction Rate
D. Registered Visitor Form Start Rate
E. Unregistered Visitor Registration Form Start Rate

Answer: A, E

Explanation:

  Business Goal: Increase website account registrations by tracking relevant metrics.
  Key Dimensions and Metrics: Visitor Login Status, Form Name, Form Starts, Forms Submitted With Errors, Forms Submitted Successfully.
  Calculated Metrics:
Registration Form Completion Rate: Measures the percentage of forms started that are successfully

completed, providing insights into form usability and effectiveness.
Return Visitation Rate: Tracks how often visitors return but is not directly related to registration form completion.
Registered Visitor Transaction Rate: Useful for post-registration analysis but not directly for increasing registrations.
Registered Visitor Form Start Rate: Redundant as registered visitors are less relevant for new registrations.
Unregistered Visitor Registration Form Start Rate: Tracks the engagement of unregistered visitors with the registration form, crucial for understanding initial interest.
  Explanation:
Registration Form Completion Rate: Essential for evaluating the effectiveness of the registration form.
Unregistered Visitor Registration Form Start Rate: Provides insights into how many new visitors are interested in registering, a direct indicator of potential registration increase.
  Verification: According to Adobe's Measurement Planning documentation, these calculated metrics are vital for tracking and improving form conversion rates (Adobe Measurement Planning Guide).

Question: 5

During a website audit, an Architect finds that the checkout pages on the site have been redesigned to include a tag management system that deploys Adobe Analytics.
The rest of the site has Adobe Analytics hard-coded onto the site. Both implementations use the same AppMeasurement version and are on the same domain.
How will this approach affect the reporting?

A. eVars will not persist as a user moves to the checkout section.
B. As visitors move to checkout, they will be tracked as a different visitor.
C. Checkout will be considered a landing page.
D. There will be inconsistencies in the data due to challenging upkeep.

Answer: D

Explanation:

When different parts of a website use different methods to implement Adobe Analytics (hard-coded vs. tag management system), it can lead to inconsistencies in data reporting. This is because the two methods might not be perfectly synchronized in terms of how they handle data collection, processing rules, or variables. Despite using the same AppMeasurement version and operating on the same domain, differences in the deployment method can cause issues such as discrepancies in variable persistence, tracking cookies, or firing sequence of the analytics calls. These inconsistencies can make it difficult to maintain and accurately report on the collected data.
Reference: Adobe Analytics Implementation Guide

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