



Adobe

AD0-E208 Exam

Adobe Analytics Business Practitioner Expert

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Version: 4.0

Question: 1

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?

- A. Adobe Experience Platform
- B. Data Feed
- C. Marketing Channels

Answer: A

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?lang=en>

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

Question: 2

In the Solution Design Reference document, variable 'Product Category' is assigned to 'eVar4' and is set on a product page with value 'Shoes'. It is then not recorded in the shopping cart page, the 'Order summary' page, or the 'Order completion' pages.

The variable is configured like this:

The screenshot shows the configuration for variable 'Evar #4'. The 'Name' field is set to 'Product Category' and is highlighted with a blue border. The 'Type' is 'Text String'. The 'Status' is 'Enabled'. The 'Description' field is empty. The 'Merchandising' section has 'Conversion Variable Syntax' checked. The 'Merchandising Binding Event' is 'Binding Events'. The 'Allocation' is 'Most Recent (Last)'. The 'Reset' is 'Do Not Reset'. The 'Expire After' is 'Visit'. The 'Enable Merchandising' is 'Enabled'.

If we count the number of orders per product category in a report, which value receives one order after one visitor completes a purchase from that Product page?

- A. Order completion
- B. Shoes
- C. None

Answer: B

Explanation:

Since eVar4 is set to expire after purchase event, the value “Shoes” will be persisted throughout the visit until the order is completed. Therefore, the report will show one order for product category “Shoes”.

References: <https://experienceleague.adobe.com/docs/analytics/components/variables/conversion-variables/conversion-var-overview?lang=en#expiration>

Question: 3

A UI/UX manager is concerned that a recent change in the design of a landing page may be confusing to visitors.

Which two variables would be used to evaluate the impact of the design change on site traffic to that landing page? (Choose two.)

- A. Bounce Rate
- B. Time Spent on Page
- C. Visitors
- D. Entries

Answer: A, B

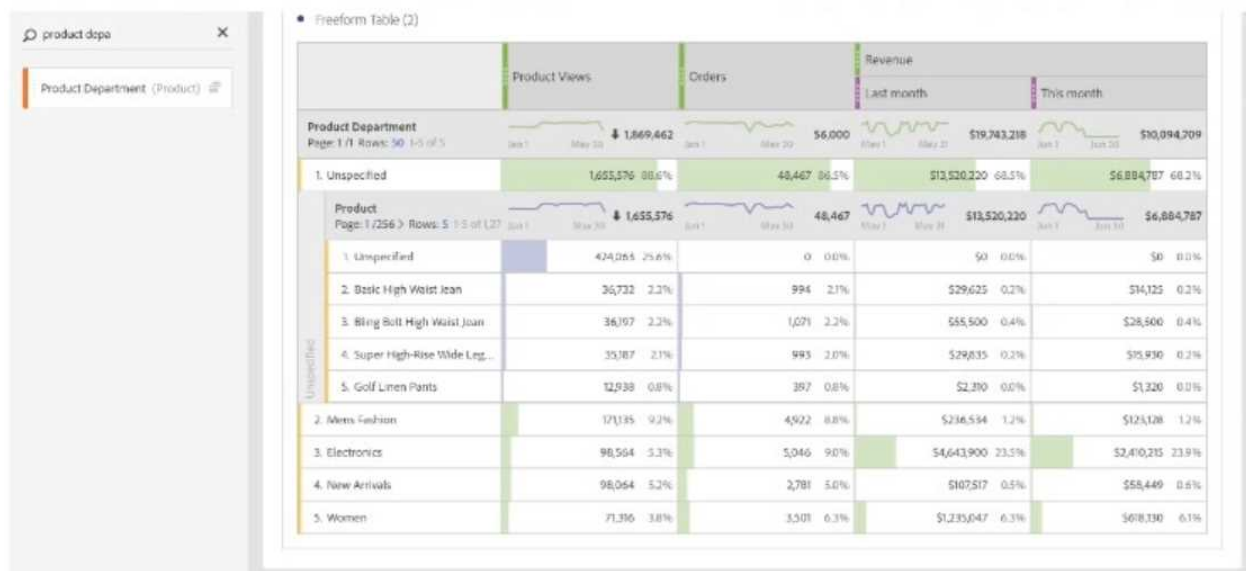
Explanation:

Bounce rate and time spent on page are two metrics that can indicate how engaging and user-friendly a landing page is. A high bounce rate means that visitors are leaving the site after viewing only one page, which may suggest that the page is not relevant or appealing to them. A low time spent on page means that visitors are not spending enough time to explore the content or take action on the page, which may also imply that the page is confusing or uninteresting.

References: <https://experienceleague.adobe.com/docs/analytics/components/metrics/bounce-rate?lang=en> <https://experienceleague.adobe.com/docs/analytics/components/metrics/time-spent?lang=en>

Question: 4

Refer to the exhibit.



Analyzing results from multinational e-commerce, a data analyst realizes much of the product view results and orders are being mapped to an "Unspecified" department name. What is the probable cause?

- A. Product Department is a classification of product data. These products are not correctly updated or defined in classifications.
- B. Product View is not the proper metric for Product Department, thus causing the appearance of "Unspecified".
- C. Not all products will have a defined name and department. The "Unspecified" is an expected behavior.

Answer: A

Explanation:

Product Department is a classification of product data that can be used to group products into meaningful categories. If some products are showing up as "Unspecified" in the report, it means that they are not correctly classified or updated in the classification file.

References:

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

Question: 5

Exhibit.

Freeform Table

Week #	Page Views		Visits		Unique Visitors	
	May 1	May 31	May 1	May 31	May 1	May 31
1. Apr 28, 2019		143,048 14.4%		39,410 13.8%		36,268 14.6%
2. May 5, 2019		240,956 24.3%		65,886 23.0%		59,848 24.2%
3. May 12, 2019		242,600 24.3%		66,602 23.3%		60,354 24.4%
4. May 19, 2019		245,652 24.8%		67,672 23.6%		61,328 24.6%
5. May 26, 2019		118,159 11.9%		47,129 16.5%		42,818 17.3%
		990,415		286,447		247,648

A business stakeholder receives a Workspace report that indicates that data is incorrect. The sums of the items in the rows do not match the total metric values of the columns in the unique visitors and visits report.

Which statement about the report is true?

- A. The total row in the table does not represent the sum of all the values in the table for unique visitors and visits.
- B. The report includes data from April, and this inflates the totals.
- C. There is a filter applied, and totals are not updated when filters are applied.

Answer: A

Explanation:

Unique visitors and visits are de-duplicated metrics, which means that they do not add up linearly across dimensions. For example, if a visitor visits two pages in one visit, the total number of unique visitors and visits for those two pages is still one, not two. Therefore, the total row in the table shows the actual number of unique visitors and visits for the whole site, not the sum of the values in the table.

References: <https://experienceleague.adobe.com/docs/analytics/components/metrics/unique-visitors?lang=en>

<https://experienceleague.adobe.com/docs/analytics/components/metrics/visits?lang=en>

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