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NEW QUESTION: 1

An analytics developer is implementing tracking products variable and other eCommerce metrics on an eCommerce website. Which of the following would you suggest to be the correct way of initialising products variable.?

- A. s.products = "Example category;Example product;! ;eVar1 =Example merchandising value 1 |eVar2=Example merchandising value 2*;event1 =4.99|event2=5.99;3.50
- B. s.products = "Example category;Example product;! ;3.50;event1 =4.99|event2=5.99;eVar1 =Example merchandising value 1 |eVar2=Example merchandising value 2";
- C. s.products = "Example category;Example product;1;event1=4.99|event2=5.99;3.50;eVart=Example merchandising value 1 |eVar2=Example merchandising value 2";

Answer: (SHOW ANSWER)

NEW QUESTION: 2

What is the default adaptor used by Adobe Launch for tag-based analytics implementation?

- A. Microsoft Azure
- B. Akamai
- C. Amazon CloudFront

Answer: B (LEAVE A REPLY)

The default adaptor used by Adobe Launch for tag-based analytics implementation is Akamai. Akamai is one of the largest and most reliable networks for the delivery of content, including for analytics. It is used to reliably deliver analytics tags to visitors, ensuring that the data is captured accurately and quickly. The Akamai adaptor ensures that tags are delivered promptly and without

any issues. Additionally, Akamai is highly secure and can be used to protect data from malicious actors.

NEW QUESTION: 3

What happens to the s.useBeacon variable after a tracking call runs?

- A. Resets to false
- B. Resets to true
- C. Awaits for developer's setting

Answer: A ([LEAVE A REPLY](#))

After the tracking call runs, the s.useBeacon variable resets to false and must be set to true in order for the beacon to be sent on the next tracking call. This is described in the Adobe Analytics documentation (<https://docs.adobetag.com/analytics/implementation/vars/usebeacon/>).

NEW QUESTION: 4

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

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

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 5

An analytics manager at XYZ company is looking to upload order conversions into Adwords so that he/she can optimize paid search campaign performance. Which Adobe Analytics API can the manager be advised to use?

- A. Reporting APIs
- B. Report Suite API
- C. Data Sources API

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 6

What is a key feature of tags in Adobe Analytics?

- A. Only Adobe certified software vendors can build and maintain marketing/advertising tools.
- B. Multiple libraries are built sequentially by different teams.
- C. Developers can build, manage, and update integrations using a virtually self-service interface.

Answer: C ([LEAVE A REPLY](#))

Tags in Adobe Analytics provide developers with the ability to build, manage, and update integrations using a virtually self-service interface. This allows for quickly and easily creating

customizations and integrations with minimal coding. This is referenced in the Adobe Analytics Developer Professional study guide section on the Tag Management System.

NEW QUESTION: 7

Which type of data element is used in the Adobe Experience Platform to identify search terms on a retail website?

- A. Cookies
- B. JavaScript variable
- C. Query string parameter

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 8

Which of the following statements about processing rules is true?

- A. Processing rules cannot be copied from one report suite to another
- B. Dynamic variable lookup & Bot Rules are executed before processing rules are applied on incoming data
- C. Vista & Marketing channel processing rules are executed before processing rules are applied on incoming data

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 9

Which feature of Adobe Experience Cloud enables developers to control the what, when, where, and how of all the analytics tags on the website?

- A. Data elements
- B. Extensions
- C. Rules

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 10

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. Events API
- B. Report Suite API
- C. Data Sources API
- D. Classifications API

Answer: A,C ([LEAVE A REPLY](#))

NEW QUESTION: 11

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 (LEAVE A REPLY)

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>

NEW QUESTION: 12

When a segment is created from within a report by dragging a component on the segment area, how is it possible to re-use It in another report?

- A. Done by editing the segment and checking 'Make this segment public'.
- B. It is automatically available is the segment list.
- C. Done by editing the segment and checking "Make this an Experience Cloud audience"

Answer: A (LEAVE A REPLY)

This is according to the Adobe Analytics Developer Professional study guide, Section 10.2.4 (<https://www.adobe.com/content/dam/acom/en/devnet/acrobat/pdfs/adobe-analytics-developer-professional-study-guide.pdf>). To make a segment available in other reports, you must edit the segment and check the box to make the segment public. Once the segment is made public, it will be available in other reports in the segment list.

NEW QUESTION: 13

In Adobe Launch, what should be the type of data element to refer a data layer variable?

- A. Data Layer
- B. DOM Attribute
- C. Javascript Variable

Answer: B (LEAVE A REPLY)

NEW QUESTION: 14

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: (SHOW ANSWER)

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.

NEW QUESTION: 15

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 (LEAVE A REPLY)

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.

NEW QUESTION: 16

A Solution Design Reference (SDR) Document indicates that the developer needs to count the number of

times a specific page is seen by online users. Which data object can be used for this purpose?

- A. Page views
- B. Visits
- C. Page events

Answer: B (LEAVE A REPLY)

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NEW QUESTION: 17

What does the JavaScript exception "x is not a non-null object" refer to?

- A. An object must have been null but it was not.
- B. An object was defined as 'non-null' but the code attempted to set it to null.
- C. An object was expected but was not provided.

Answer: C (LEAVE A REPLY)

NEW QUESTION: 18

Which phase of the Adobe Analytics Implementation using tags in Adobe Experience Platform involves

creating data elements and rules?

- A. Create a tag property
- B. Validate and publish to production
- C. Gain access to tags
- D. Deploy to a development environment

Answer: A (LEAVE A REPLY)

Explanation

Create a tag property
In this lesson, you will create your first tag property.

A property is basically a container that you fill with extensions, rules, data elements, and libraries as you

deploy tags to your site.

Prerequisites
In order to complete the next few lessons, you must have permission to Develop, Approve,

Publish, Manage Extensions, and Manage Environments in tags. If you are unable to complete any of these

steps because the user interface options are not available to you, reach out to your Experience Cloud

Administrator to request access. For more information on tag user permissions, see the documentation.

NOTE

Adobe Experience Platform Launch is being integrated into Adobe Experience Platform as a suite of data

collection technologies. Several terminology changes have rolled out in the interface which you should be

aware of while using this content:

* Platform Launch (Client Side) is now

* Platform Launch Server Side is now event forwarding

* Edge configurations are now datastreams

Learning Objectives At the end of this lesson, you will be able to:

* Log into the Data Collection user interface

* Create a new tag property

* Configure a tag property

Go to the Data Collection interface To get to Data Collection

* Log into the Adobe Experience Cloud

* Click the Solution Switcher Icon to open the app switcher

* Select Launch/Data Collection from the menu Open the solution switcher using the icon and click

* Launch/Data Collection

You should now see the Tags Properties screen (if no properties have ever been created in the account, this

screen might be empty):

Properties Screen



Create a Property A property is basically a container that you fill with extensions, rules, data elements, and

libraries as you deploy tags to your site. A property can be any grouping of one or more domains and

subdomains. You can manage and track these assets similarly. For example, suppose that you have multiple

websites based on one template, and you want to track the same assets on all of them. You can apply one

property to multiple domains. For more information on creating properties, see "Companies and Properties" in

the product documentation.

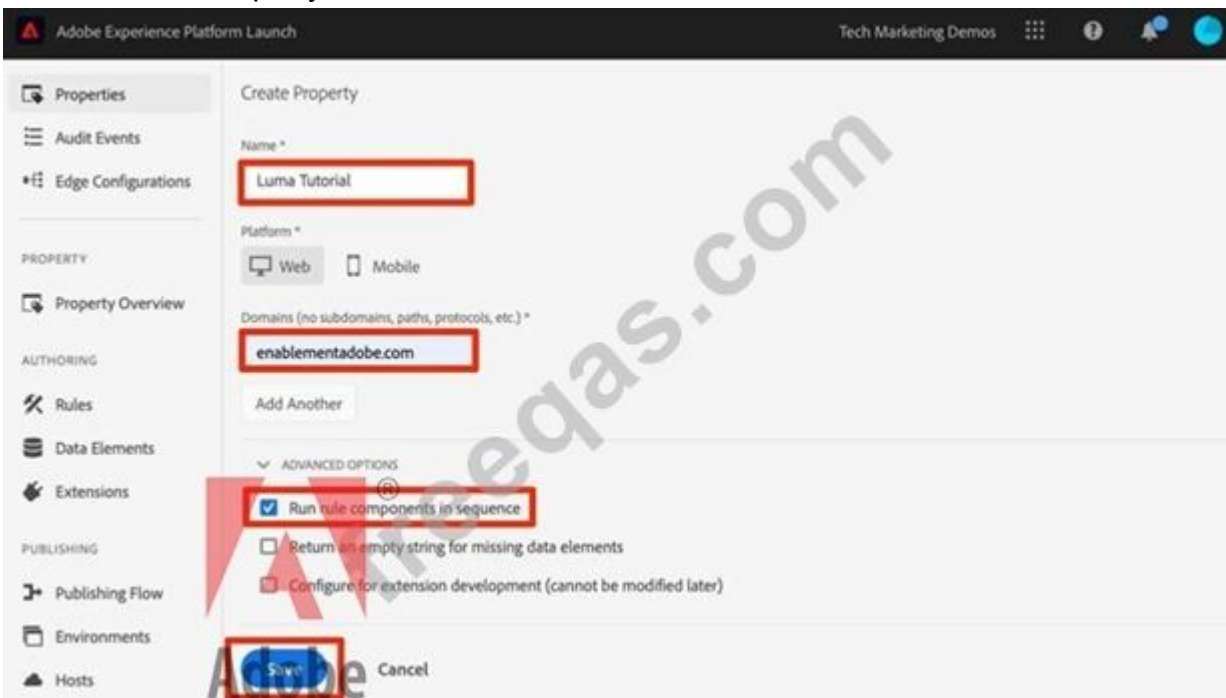
To Create a Property

* Click the New Property button:

Click New Property



- * Name your property (e.g. Luma Tutorial or Luma Tutorial - Daniel)
 - * As the domain, enter enablementadobe.com since this is the domain where the Luma demo site is hosted. Although the "Domain" field is required, the tag property will work on any domain where it's implemented. The main purpose of this field is to pre-populate menu options in the Rule builder.
 - * Expand the Advanced Options Run rule components in sequence
 - * Click the Save button
- Create a new Property



Your new property should display on the Properties page. Note that if you check the box next to the property name, options to Configure or Delete the property appear above the property list. Click on the name of your property (e.g. Luma Tutorial) to open the Overview screen. Click the name of the property to open it



Next "Add the Embed Code" >

NEW QUESTION: 19

What is a key feature of tags in Adobe Analytics?

- A. Multiple libraries are built sequentially by different teams.
- B. Developers can build, manage, and update integrations using a virtually self-service interface.
- C. Only Adobe certified software vendors can build and maintain marketing/advertising tools.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 20

A developer has installed large numbers of extensions.

What can be done to help manage the performance of the application without uninstalling extensions?

- A. Selectively enable and disable the extensions.
- B. Sort installed extensions by clicking a column heading.
- C. Remove an extension by selecting an application from the Products list.

Answer: A ([LEAVE A REPLY](#))

According to the Adobe Analytics Developer Professional study guide, one way to help manage the performance of an application with a large number of extensions installed is to selectively enable and disable the extensions depending on the page or functionality being used. This allows you to control which extensions are active and running on the page, which can help to improve performance and reduce the amount of resources being used.

NEW QUESTION: 21

Which of below parameter is report suite determines where data will be kept and reported?

- A. S_account
- B. scView
- C. scRemove
- D. s_code

Answer: A ([LEAVE A REPLY](#))

The Saccount parameter is a report suite identifier that tells Adobe Analytics where to store data and how to report on it. This parameter must be included in any tracking call sent to Adobe Analytics. For more information, please refer to the Adobe Analytics Developer Guide [1], which provides detailed instructions and code examples for tracking with Adobe Analytics. Additionally, you can find more information on the Saccount parameter in the Adobe Experience Platform Web SDK documentation [2], which provides detailed information on tracking with the Web SDK.

[1] https://marketing.adobe.com/resources/help/en_US/sc/implement/developer_guide.html [2] https://aep-sdks.gitbook.io/docs/resources/web-sdk/web-sdk-reference/parameters-reference/s_account

NEW QUESTION: 22

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 (LEAVE A REPLY)

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.

NEW QUESTION: 23

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 (LEAVE A REPLY)

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.

NEW QUESTION: 24

Which web security method among the following supported Experience Cloud ID?

- A. Same-origin policy (SOP)
- B. Cross-site request forgery (CSRF)
- C. Cross-Origin Resource Sharing (CORS)

Answer: C ([LEAVE A REPLY](#))

CORS is a web security method that allows for limited cross-domain communication and is supported by Experience Cloud ID. It enables web applications to access resources located on a different domain than the one from which the request originated. This is important for ensuring that web applications are secure and that data is not leaked to malicious actors. CORS is implemented by setting certain headers on the server, allowing the web application to access resources from different domains. Additionally, CORS can also be used to authenticate users, allowing for secure access to resources.

NEW QUESTION: 25

What is correct order when building a rule in launch by Adobe? Select a correct answer.

- A. Event, exceptions, actions, conditions
- B. Conditions, exceptions, actions. Event
- C. Event, conditions, exceptions, actions

Answer: C ([LEAVE A REPLY](#))

When building a rule in Launch by Adobe, the correct order to follow is Event, conditions, exceptions, and then actions. This order ensures that the conditions and exceptions will be evaluated before any of the actions in the rule are triggered. This is referenced in the Adobe Analytics Developer Professional study guide section on the Tag Management System.

NEW QUESTION: 26

Which type of data element is often used for sampling data in the Adobe Experience Platform?

- A. Query string
- B. JavaScript variable
- C. Random number

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 27

What improvement tags provide over similar systems?

- A. To avoid Page Top and Page Bottom rules, the code is fully asynchronous.
- B. No use of document.write 0 where Chrome doesn't allow it.
- C. Custom action scripts within a rule are loaded sequentially, but are executed in parallel

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 28

An analyst intended to prevent the next tracking call from being sent to Adobe; however, after reviewing the reports, she found that the tracking call was still sent to Adobe. Which code should the analyst have added to the doPlugins() function?

- A. s.abort = true;
- B. s.abort = false;
- C. s.track = false;

D. s.track = true;

Answer: A ([LEAVE A REPLY](#))

This code should be added to the doPlugins() function in order to prevent the tracking call from being sent to Adobe. Specifically, setting s.abort to true will stop the tracking call from being sent, while setting it to false will allow the tracking call to be sent. This is described in the Adobe Analytics documentation (<https://docs.adobetags.com/analytics/implementation/general/variables/abort/>).

NEW QUESTION: 29

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

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

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 30

A developer has installed large numbers of extensions.

What can be done to help manage the performance of the application without uninstalling extensions?

- A. Sort installed extensions by clicking a column heading.
- B. Selectively enable and disable the extensions.
- C. Remove an extension by selecting an application from the Products list.

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 31

Which option shows a correct set of steps in a tags workflow?

- A. Define different levels of user permissions.
- B. Create data elements are rules.
- C. Republish the appropriate libraries.

Answer: C ([LEAVE A REPLY](#))

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NEW QUESTION: 32

Metric event20 has the name "Video event start";, but the manager who requested the dashboard would like the

metric to show up in the report as "Video play".

The web analyst does not have admin rights.

Which method will display a custom name of the metric used in a table in Workspace?

- A. Use a calculated metric derived from the original metric, naming it as desired.
- B. Change the name of the metrics in the column settings of the table to the desired value.
- C. Manually edit the label of the metric to show up as desired

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 33

Which section of Adobe Launch rules configuration triggers the evaluation of rules?

- A. Conditions
- B. Exceptions
- C. Events
- D. Actions

Answer: C ([LEAVE A REPLY](#))

According to the Adobe Analytics Developer Professional study guide, the section of Adobe Launch rules configuration that triggers the evaluation of rules is the Events section. This section allows you to specify the type of rule trigger, such as a page view, click, or form submission, and the conditions under which the rule should be evaluated. Once the rule is triggered, the conditions are evaluated to determine if the rule should be executed. If the conditions are met, the associated actions are then executed.

NEW QUESTION: 34

When a segment is created from within a report by dragging a component on the segment area, how is it

possible to re-use It in another report?

- A. Done by editing the segment and checking 'Make this segment public'.
- B. It is automatically available in the segment list.
- C. Done by editing the segment and checking "Make this an Experience Cloud audience"

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 35

When may a report in Adobe Analytics show "Unspecified" in the output?

- A. Using segments where components are not accessible.
- B. An event fires without a conversion variable.
- C. Pages fire outside internal URL filters.

Answer: A ([LEAVE A REPLY](#))

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