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QUESTIONS & ANSWERS

DEMO VERSION

(LIMITED CONTENT)

Question 1

A company has a website with many forms.

The company wants the ability to report on:

* Form errors per visit

* Form errors per form

* Successful form submissions

Which three variables should be used to meet these requirements? (Choose three.)

Options:

A- Event for 'Forms Submitted with Errors'
B- s.pageType='errorPage'
C- Event for 'Visit Number'
D- eVar for 'Form Type'
E- Event for 'Forms Submitted Successfully'

Answer:

A, D, E

Explanation:

Business Requirement: The company wants to track successful and unsuccessful form submissions and identify the types of forms being submitted.

Variables and Metrics Needed:

Event for 'Forms Submitted with Errors': Captures instances where forms are submitted but contain errors.

eVar for 'Form Type': Identifies the type of form being submitted, which is crucial for analyzing different form performance.

Event for 'Forms Submitted Successfully': Captures instances where forms are successfully submitted.

Explanation:

Event for 'Forms Submitted with Errors': Essential for understanding and improving form completion processes by identifying where users encounter issues.

eVar for 'Form Type': Provides detailed breakdowns of form performance by type, aiding in targeted improvements.

Event for 'Forms Submitted Successfully': Measures the completion rate of forms, which is critical for business metrics.

Verification: According to Adobe Analytics best practices, using specific events for tracking successful and error submissions alongside eVars for categorization provides comprehensive insights (Adobe Analytics Implementation Guide).

Question 2

Question Type: MultipleChoice

A Solution Design Reference (SDR) is built for architectsite.com. The site has the following business requirements:

* Report on newsletter sign-up attempts (event1) by URL

* View the user journey through the site by page name

* Track which site section successful newsletter sign-ups (event2) occur

Which query string parameters must be seen in the network request to meet the requirements?

Options:

A- events=event1,event2 vl =architectsite.com pageName=homepage site=home
B- events=eventl ,event2 vl =architectsite.com pageName=homepage cc=home
C- events=event1 .event2 vl =architectsite.com pn=homepage ch=home
D- events-event! ,event2 vl =architectsite.com pageName=homepage ch=home

Answer:

D

Explanation:

To meet the specified business requirements, the query string parameters in the network request must include:

events=event1,event2: This captures both newsletter sign-up attempts (event1) and successful sign-ups (event2).

vl=architectsite.com: This identifies the URL.

pageName=homepage: This tracks the user journey through the site by page name.

ch=home: This captures the site section where the successful newsletter sign-ups occur.

The combination of these parameters ensures that all the required data points are collected and reported accurately.

Question 3

A customer launches a new checkout flow that includes all checkout steps in a Single Page Application.

The development team must be instructed on how to indicate when a user moves to the next step of the checkout flow so this information can be tracked in Adobe Analytics using Adobe Launch.

The customer wants to be able to report on each step of the checkout as different page views.

Which configuration of an Adobe Launch rule must the tagging engineer configure in Adobe Launch to meet these requirements?

Options:
A- Direct Call Event with an s.t() beacon
B- Click Event with an s.t()
C- Direct Call Event with an s.tl() beacon
D- DOM Ready Event with an s.t()

Answer:
A

Explanation:
Business Requirement: Track each step of the checkout process as separate page views in a Single Page Application (SPA).

Configuration:

Direct Call Event: Triggered explicitly by the application code when a user moves to the next step.

s.t() beacon: Sends a page view beacon, suitable for capturing page views in SPAs.

Explanation:

Direct Call Event: Allows developers to indicate specific points in the SPA where analytics tracking should occur.

s.t() beacon: Suitable for recording page views, capturing each step in the checkout flow as a separate page view.

Verification: According to Adobe Launch documentation, using Direct Call Events with s.t() beacons is the recommended approach for tracking page views in SPAs (Adobe Launch Implementation Guide).

Question 4

Question Type: MultipleChoice

While preparing for a new analytics implementation for a site, you begin conducting stakeholder interviews. Part of the conversation includes defining KPIs, including custom success events.

Which are two examples of custom success events on a site? (Choose two.)

Options:

A- cart adds
B- internal searches
C- checkouts
D- form completions
E- purchases

Answer:

A, D

Explanation:

Custom success events in Adobe Analytics are specific to the business goals and can vary widely depending on the site's purpose. Examples of such events typically include actions that are significant indicators of user engagement or progress through a conversion funnel:

Cart Adds: Tracking how often users add items to their cart.

Form Completions: Monitoring the number of users who complete and submit forms on the site.

These are distinct from more generic metrics like purchases or checkouts which are often predefined standard events in many analytics implementations.

Question 5

An Architect needs to track a site feature with a new eVar and make sure that the data is GDPR compliant. The Architect has already configured the new eVar in the Report Suite Admin panel. Which additional task should the Architect perform?

Options:

A- In existing Report Builder spreadsheets, add the new variable to existing data requests

B- In the Data Sources panel, add the new variable to any scheduled imports

C- In the Data Governance Admin panel, add data governance labels to the variable

D- In the Data Connectors Admin panel, add the new variable to existing Data Connector configurations

Answer:

C

Explanation:

Business Requirement: Ensure GDPR compliance for a new eVar tracking a site feature.

Additional Configuration:

Data Governance Labels: Essential for ensuring that the data collected complies with GDPR by appropriately labeling the data for privacy and security.

Explanation:

Data Governance Admin panel: Adding governance labels to the new eVar helps categorize and manage data according to GDPR compliance standards.

Verification: According to Adobe Analytics GDPR compliance documentation, adding governance labels in the Data Governance Admin panel is a critical step for ensuring data privacy and compliance (Adobe Analytics GDPR Compliance Guide).

Question 6

A Business Requirements Document states that a company wants to be able to report on their Facebook and Twitter activity separately in their Marketing Channel reports. Their tracking codes start with the strings "socialjb" and "sociaLtw" to identify their Facebook and Twitter traffic, respectively.

Which rules should be configured to meet the Marketing Channel requirements?

Options:

A- Three Marketing Channel Processing Rules, one that identifies social media traffic, one that identifies Facebook traffic, and one that identifies Twitter traffic

B- One Marketing Channel Processing Rule set that identifies social media traffic and then splits this into 'Facebook' and Twitter'

C- Two Marketing Channel Processing Rules, one that identifies social media traffic and one to split the Facebook and Twitter traffic

D- Two Marketing Channel Processing Rule sets that individually identify the Facebook and Twitter traffic

Answer:

C

Explanation:

Business Requirement: Report on Facebook and Twitter activity separately in Marketing Channel reports.

Configuration Steps:

Identify Social Media Traffic: Create a rule to identify all social media traffic.

Split Facebook and Twitter Traffic: Create rules to distinguish traffic from Facebook and Twitter based on tracking codes.

Explanation:

First Rule for Social Media Traffic: This rule captures all social media traffic under a single category.

Second Rule to Split Traffic: Additional rules to distinguish between Facebook and Twitter based on specific tracking codes ('socialjb' for Facebook and 'sociaLtw' for Twitter).

Verification: According to Adobe's documentation on Marketing Channel Processing, using multiple rules to identify and then split traffic ensures detailed and accurate reporting (Adobe Analytics Marketing Channel Processing Rules Guide).

Question 7

For an online retail company, propl 7 and prop24 are used to collect link name and link type respectively, and are sent via an s.tl() call.

An Architect is assigned to create a segment at a visitor level where the propl 7 was set to "Checkout' , prop24 was set to 'custom link' , and a product xyz" was purchased in the same visit.

How should the Architect build this segment?

Options:

A- Visit container (product = 'xyz') > Visitor container > Hit (propl7 = 'Checkout and prop24 = 'custom link')

B- Visit container (product = 'xyz') > Hit (propl 7 = 'Checkout' and prop24 = 'custom link')

C- Visitor container > Visit container (product - 'xyz') > Hit (prop! 7 = 'Checkout' and prop24 = 'custom link')

D- Hit (propl7 = 'Checkout' and prop24 = custom link') > Visit container (product = *xyz') > Visitor container

Answer:

C

Explanation:

To create a segment that captures visitors who engaged with a specific link type and purchased a specific product within the same visit, the following structure should be used:

Visitor container: Ensures the segment applies to the entire visitor's history.

Visit container (product = 'xyz'): Ensures that the product 'xyz' was purchased during the visit.

**Hit (prop17 = 'Checkout'

Top of Form

Bottom of Form

Question 8

A company develops a new website using a Single Page Application framework. A data layer variable called dataLayer.url is updated with the correct URL when each state change happens.

Which variable should the Architect map to dataLayer.url?

Options:

A- s.pageURL
B- s.linkInternalFilters
C- s.url
D- s.spaURL

Answer:

A

Explanation:

For Single Page Applications (SPAs), it is important to capture the URL changes correctly. The s.pageURL variable should be mapped to dataLayer.url to ensure that Adobe Analytics captures the correct URL each time the state changes in the SPA. This allows accurate tracking of user navigation within the SPA framework.

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