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QUESTIONS & ANSWERS
DEMO VERSION
(LIMITED CONTENT)

Question 1

Question Type: MultipleChoice

Which of the following scenarios would justify the use of the feature "processing rules" in adobe analytics? Select all that apply.

Options:

- 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 2

Question Type: MultipleChoice

Which code throws a "RangeError: radix must be an integer" exception in JavaScript?

Options:

- A- (42).toString(37);
- B- (0x42).toString(10);
- C- (42).toString(2);

Answer:

A

Explanation:

This code will throw a 'RangeError: radix must be an integer' exception in JavaScript, as the radix value passed to the toString() method must be an integer between 2 and 36. Reference: <https://www.adobe.com/content/dam/acom/en/devnet/analytics/analytics-developer-professional-study-guide.pdf>

Question 3

Question Type: MultipleChoice

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

Options:

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

Answer:

B

Explanation:

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.

Question 4

Question Type: MultipleChoice

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?

Options:

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

Answer:

A

Explanation:

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.adobetag.com/analytics/implementation/general/variables/abort/>).

Question 5

Question Type: MultipleChoice

Which of the following statements about processing rules is true?

Options:

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

incoming data

Answer:

A

Question 6

Question Type: MultipleChoice

Product owner is looking to capture outbound links user is clicking, automatically from the website without actually having to add custom code on the website. As a developer what steps would you take?

Options:

A- On every page, make sure the config variables `s.trackExternalLinks`, `s.linkInternalFilters` and `s.linkExternalFilters` are set before `s.tO` call.

B- On every page, make sure the config variable `s.trackExternalLinks` is set before `s.tQ` call.

C- On every page, after the `s.t()` call make sure to execute the code `s.trackExternalLinks = true;`

Answer:

B

Explanation:

To capture outbound links automatically without having to add custom code on the website, you can use the `s.trackExternalLinks` variable, which automatically captures external links without having to add specific click tracking code. However, you need to ensure that the `s.trackExternalLinks` variable is set to true before the `s.t()` call.

According to Adobe Analytics Developer documentation on `trackExternalLinks`, the recommended approach is to set the `s.trackExternalLinks` variable to true before the `s.t()` call on each page, as shown in the following code:

```
s.trackExternalLinks = true;
```

```
s.t());
```

This approach ensures that the `s.trackExternalLinks` variable is set before the call to `s.t()`, which sends the data to Adobe Analytics.

[Adobe Analytics Developer Documentation:](#)

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