Adobe Analytics Developer
Adobe Certified Expert Exam Guide

Exam number: AD0-E201

Contents

About Adobe Certified Expert (ACE) Exams

An Adobe Certified Expert (ACE) has proven knowledge and experience to help clients optimize the value of their Adobe solution.

Adobe's certification exams are developed following industry-accepted standards to ensure validity and reliability. We work with industry experts to create our exams, which represent real-world requirements and objectives for the job roles we certify.

This guide is designed to provide you with the recommendations needed to prepare for the ACE exam and help you determine when you are ready to take the exam.

The content of this exam guide is subject to updates and changes. Please check for latest versions at Adobe Certification.

Analytics Developer Exam Information

- Exam name: Analytics Developer Exam

- Exam number: AD0-E201

- Number of questions: 60

- Time limit: 120 minutes

- Format: Multiple choice, multiple select

- Language offered: English

- Delivery: Online proctored (requires camera access) or test center proctored

- Adobe exams are reported on a scale of 300 to 700. The passing score for each exam is 550. For more information about scaled scoring, visit the FAQ page.

Target Audience

- Architects
- Developers
- Implementation Specialists/Engineers

The Analytics Developer Role

At a minimum, the candidate seeking to become certified has:

- Front end web development (e.g. JavaScript, CSS, HTML, jQuery Selector, basic RegEx)
- 1 - 2 years of experience deploying and configuring Adobe Analytics
- Ability to read and interpret a solution design document
- Familiarity with input/output methods (e.g. data feeds, data sources, APIs) and data extension methods (covers classifications, mapping, etc.)
- At least 6 months of Analytics reporting experience
- Understanding of mobile SDKs, and corresponding features
- Experience with Q/A testing processes and tools
- Understands Adobe (Experience Platform) Launch and migrating DTM to Launch
- 6+ months experience deploying tag management systems including performance implications (Adobe DTM or Launch)
- Understanding of common data layer methodology
- Able to design a data model (data layer) and provide a cohesive approach

The minimally-qualified Analytics Developer should be familiar with the following tools and comfortable in the following environments:

- Adobe Experience Platform Launch (Adobe Launch) and DTM
- Adobe Experience Cloud Debugger/ Omnibug
- Adobe Analytics Admin console
- Basic Workspace knowledge
- Web development tools, code editor and mobile debugging tools
- Charles proxy/debugger for Adobe Analytics extension
- Observepoint (Adobe Auditor)
- Adobe Target
- Adobe Shared Audiences, Adobe People (customer attributes)
- Data sources processing rules
- Classification rules
- Front-end web development environments
- The field of digital marketing
- Minimal knowledge of backend development environments including PC, Mac, Android/iOS operating systems (basic operations, not development)

Analytics Developer Exam Topics

The tasks measured by the exam are grouped into these domains:

Section	Domain	Domain Weight
Section 1:	Understanding Analytics in the Adobe Experience Cloud Eco-system	5%
Section 2:	Analytics Strategy and Design based on a Solution Design Reference	10%
Section 3:	Analytics implementation and configuration	30%
Section 4:	Tag Management Systems	25%
Section 5:	Mobile Services	13%
Section 6:	Troubleshooting, testing and validating	17%

How do I know if I am ready to take the exam?

There are no guarantees that you will pass the test. However, taking note of the recommended training courses and the minimum tasks listed under the Analytics Developer role will help you determine if you are ready to take the test.

Since Adobe exams measure knowledge *and* skills for a specific job role, one of the best ways to prepare for the exam is to have the minimum work experience, as described in this guide.

Training > Practice > Experience (minimum 1 – 2 years of Analytics development experience)

		Am I ready?
Section 1:	Understanding Analytics in the Adobe Experience Cloud Eco-system	
	• Demonstrate knowledge on utilizing the Adobe Experience Cloud ID	
	• Demonstrate understanding of triggers and activation	
	• Demonstrate understanding of common integrations across the Adobe Experience Cloud Eco-system	
Section 2:	Analytics Strategy and Design based on a Solution Design Reference	
	• Interpret a Solution Design Reference to develop efficient code for data capture	
	• Use the Tech Spec for populating data objects	
Section 3:	Analytics implementation and configuration	
	• Determine which environment to deploy Adobe Analytics Code	
	• Utilize the variables required for a base code Analytics configuration	
	• Apply the process to configure Adobe Analytics non-report suite settings	
	• Apply the process to configure Adobe Analytics report suite and variable settings	

		• Apply the process to utilize the data layer within a deployment	
Section 4:	Tag Management Systems		
		• Enumerate requirements to deploy Adobe Experience Platform Launch in Adobe Analytics	
		• Apply processes to configure website tagging with Adobe Launch	
		• Enumerate requirements to enable extensions and Adobe Launch	
Section 5:	Mobile Services		
		• Apply processes to configure and execute a base pre-deployment code for mobile	
		• Demonstrate understanding of data dictionaries and configure processing rules for mobile	
Section 6:	Troubleshooting, testing and validating		
		• Troubleshoot JavaScript errors	
		• Troubleshoot Adobe Analytics variables	
		• Recommend testing and debugging best practices for a given scenario	
		• Troubleshoot an Adobe Analytics server call across its lifecycle	

What Resources are Available to Prepare for the Exam?

Is training required?

You are not required to complete training before taking the exam. However, training can significantly increase your knowledge of and skills with Adobe Analytics. It is important to note that training alone will not provide you with the knowledge and skills required to pass the exam. Successful, on-the-job experience is critical to providing you with the knowledge needed to pass the exam.

Recommended training:
- Adobe Analytics Implementation
- Adobe Analytics: Dynamic Tag Management

Additional study materials:
- Adobe Analytics Learn and Support
- Adobe Analytics Solutions Partner Portal

Training for Adobe Partners

A variety of training and resources are available for Adobe Solution Partners. To access these resources, you can log in to the Solution Partner Portal with your Adobe ID and visit the Training landing page, whose link is highlighted, as shown.

From there, you can select your solution of interest and access on-demand, instructor-led, and onsite training options.

- On-demand Training: All Partners have access to on-demand training resources for sales, technical, and delivery roles. Resources include self-paced learning modules, eSeminar videos, quizzes, exams, and "test outs" to help measure comprehension - all at no cost!

- Virtual Instructor-led (vILT) Training: Partners at the Business level and above can access vILT through the learning management system (LMS). These trainings are 100% subsidized.

- In-person Instructor-led (ILT) Training: Partners also have access to training delivered through Adobe Digital Learning Services (ADLS). ADLS offers comprehensive, hands-on courses across all job roles. Learn from Adobe experts in a virtual classroom or live, in-person training at any one of our worldwide Adobe training centers. The cost of these courses vary. However, Partners receive a 15-30% discount based on their Partner level in the Solution Partner Program (SPP).

- On-site Training: Get your team up-to-speed quickly with on-site training where we come to your location or you can bring your team to one of our worldwide training centers. ADLS offers flexible, convenient instructor-led training for teams virtually or in-person. We can also customize content to match your unique learning requirements.

Partners also have access to Certification Learner Journeys and Certification Paths. Please visit the Solution Partner Portal Certification page to access these valuable resources. Not registered for the Solution Partner Portal? Please follow these instructions to register.

How Do I Register for the Exam?

To register for the exam at a PSI testing center:

1. Visit Adobe's <u>credential management system</u> logon page. The logon requires that you have an Adobe ID. If you do not have an Adobe ID, click the **Get an Adobe ID** link.

2. After logging on, if you have never taken an Adobe exam before**,** you will be instructed to create a Profile. Click the blue **Profile** link (1) in the message area or click **My Profile** (2) at the top of the page to open the My Profile page.
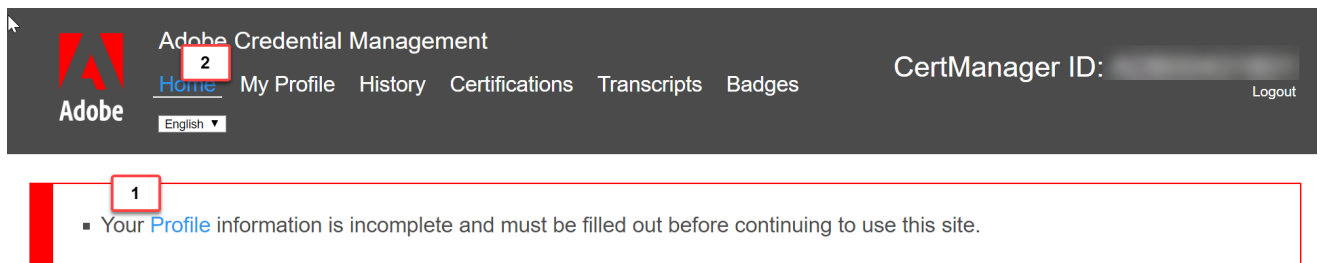
3. After creating your Profile, you will be instructed to update your opt-in Settings. Click the blue Settings link to configure your settings.
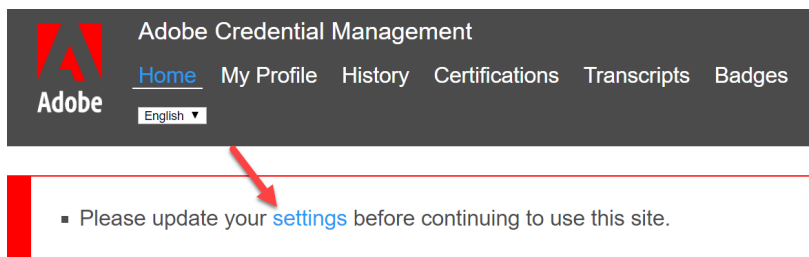
4. Once logged on, click "Home" then click "Schedule your exam at PSI."

5. You will be directed to a new page within CertMetrics. where you will click "Click here to log in to PSI."

6. You will be taken to a page hosted by our exam delivery vendor, PSI, that allows you to search for, display, and register the available exams.

7. Click the **Schedule Exam** button.

8. Select the Delivery mode: **Test Center** or **Remote Online Proctored Exam** and then click **Continue**. A pop-window displays, asking if you want PSI to know your location. Click **Allow** to have PSI use your location information or **Block** to search manually.

9. Scroll through the list of available exams and press the "Schedule Exam" button for the exam you want to take.

10. Select a delivery mode for your exam by choosing either **Test Center** or **Remote Online Proctored Exam**.

11. Select your exam language from the **Select Language** drop-down menu.

12. Click through the calendar to select an available date, which will appear as a green date in the calendar. Once the date is selected, available times display in the right column. Select a start time.

13. Click **Continue** to display and confirm the schedule details. Once you have reviewed the details, click **Continue** to receive a booking confirmation and proceed to payment information.

14. The Payment window displays. Fill out all the required fields and click **Pay Now** to process your payment.

15. After the payment is processed, you will receive an email confirmation with your registration details and a receipt.

Support

For information on certification, visit the Solution Partner Portal website. To contact us, please send an email to Certification Support.

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