

# Terryn Winter Analytics

AD0-E200 Adobe Analytics Architect

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Sample Questions (Private & Confidential)



## Questions - 10

**Question 01:** In which reporting interface(s) of Adobe Analytics an eVar cannot be broken down by a prop and vice versa? Select two.

- A. Reports & Analytics
- B. Workspace
- C. Data Warehouse
- D. Report Builder

**Question 02:** What are the data export options available in Adobe Analytics? Select two.

- A. Data Warehouse
- B. Classification
- C. Data Feed
- D. Data Source.

**Question 03:** An eVar is used to capture the Calculator Inputs in the format 'Input1:Input2:Input3:Input4'. Select the RegEx used to segregate the first delimiter value considering the delimiter as colon (:).

- A. Regex =  $^(.+)\:(.+)\:(.+)\:(.+)$$  and Key = \$0
- B. Regex =  $^(.+)\:(.+)\:(.+)\:(.+)$$  and Key = \$1
- C. Regex =  $^(.+):(.):(.):(.):(.)$$  and Key = \$0
- D. Regex =  $^(.+):(.):(.):(.):(.)$$  and Key = \$1

**Question 04:** What is the syntax for s.tl(); function call in Adobe Analytics?

- A. `s.tl(this,linkType,linkName,variableOverrides);`
- B. `s.tl(this,linkType,linkName);`
- C. `s.tl(linkType,linkName,variableOverrides);`
- D. `s.tl(linkType,linkName,);`

**Question 05:** In advance of the GDPR effective date, Adobe recommends customers to evaluate which of the following areas? Select three.

- A. Consent
- B. Data Minimization and Data Retention
- C. Data Readiness
- D. Data Governance

**Question 06:** Which attribution model gives 100% credit to the very hit where the conversion occurred.

- A. Participation
- B. Last Touch
- C. First Touch
- D. Same Touch

**Question 07:** Adobe does not guarantee data collection in processing rules if you include any of the below characters in Context Data Variables? Select two.

- A. Hyphens
- B. Alpha-numeric
- C. Underscores





D. Colons

Question 08: Match the following (Fill in correct values in the column 'Answer').

Query String Parameter	Query String Parameter Abbreviation	Answer
A. cdp	Site Section	
B. mid	Cookie Domain Period	
C. cc	Experience Cloud Visitor ID	
D. ch	Currency Conversion	

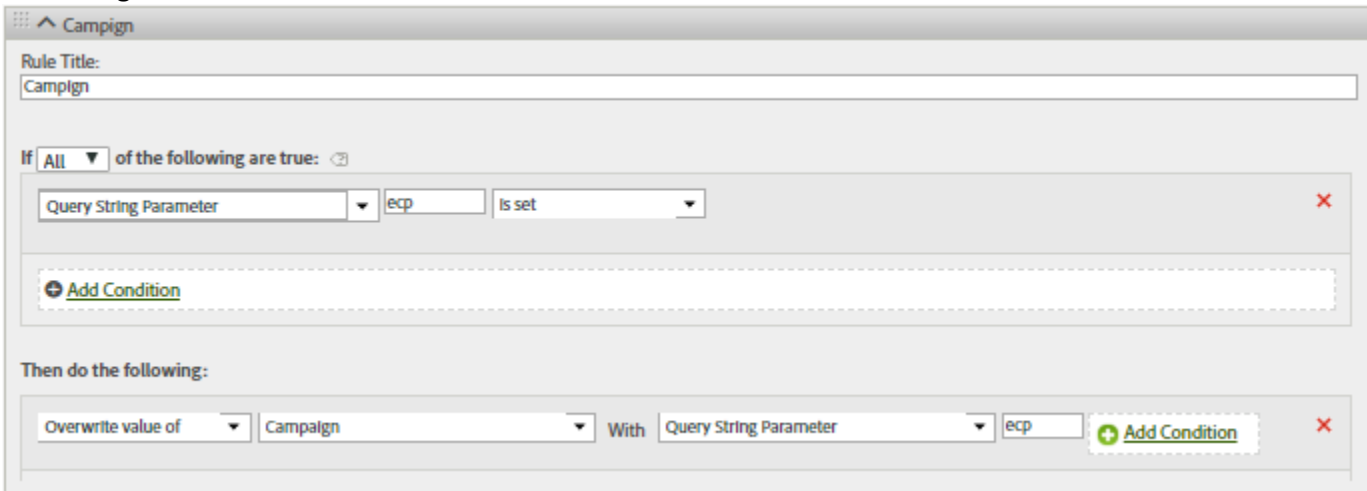
- A. C,D,B,A
- B. D,A,B,C
- C. D,B,A,C
- D. B,D,A,C

Question 09: What are the two types of releases available for release when you build/develop your own Adobe Launch Extension?

- A. Public
- B. Property
- C. Private
- D. Library

Question 10: Processing Rule was set to capture the Query String Parameter 'ecp' values and assign it to Campaign variable, however the values are not populating correctly at Adobe Analytics. What is the reason?

Processing Rule Screen Grab:



Marketing URL: <https://terrywinter.com/blogme/?source=linkedin?ecp=CampaignBlog#Blogme>

- A. Processing Rule was not properly set.
- B. Campaign Variable was not properly set at the page.
- C. URL format was with an error to capture Query String Parameter correctly.
- D. Data Collection has its problem and has to be raised with Customer Support.



Answers- 10

- Question 01: A, D.
- Question 02: A, C.
- Question 03: B.
- Question 04: A.
- Question 05: A, B, D.
- Question 06: D.
- Question 07: A, D.
- Question 08: B.
- Question 09: A, C.
- Question 10: C.

