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Q&A

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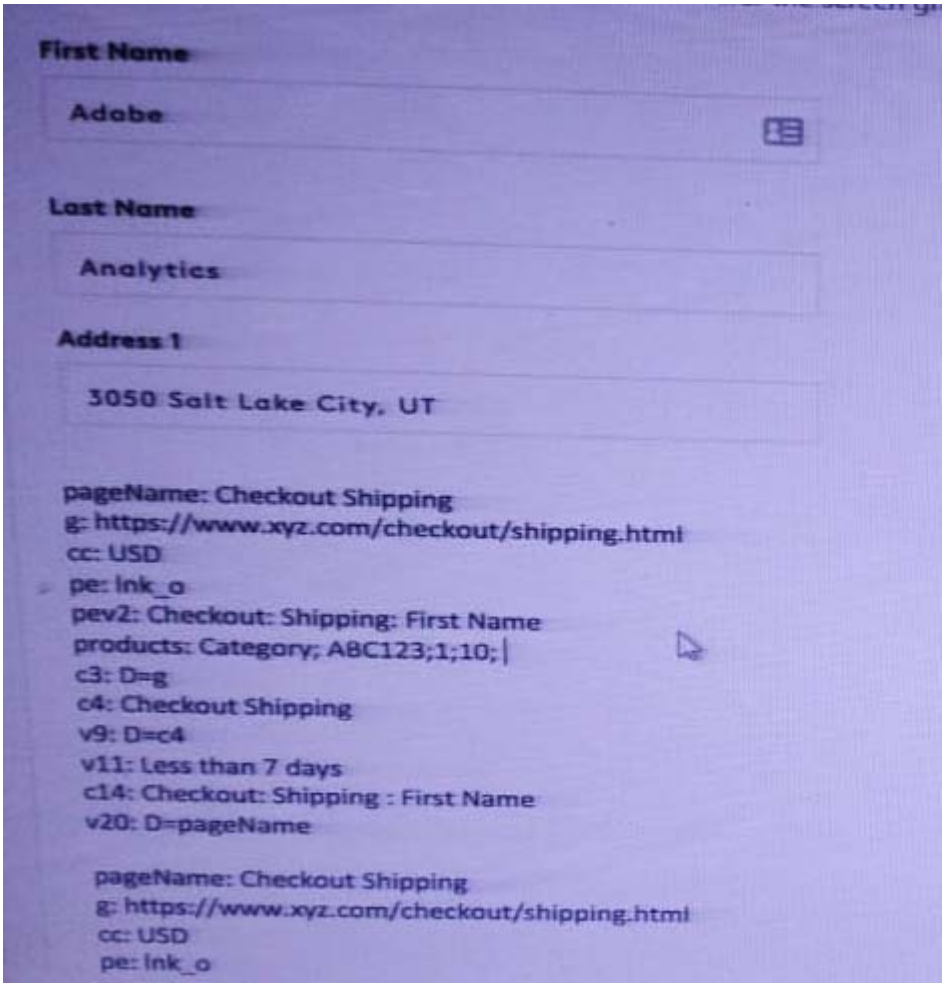
Exam : **AD0-E207**

Title : Adobe Analytics Architect Master

Version : DEMO

1.You are asked to audits the from tracking pixel of the XTZ Corporation. The form has three fields and as you are interacting with the fields, you discover an image request fired on each interaction.
Please refer the screen grab of the Contact from the tracking pixel as shoran below.

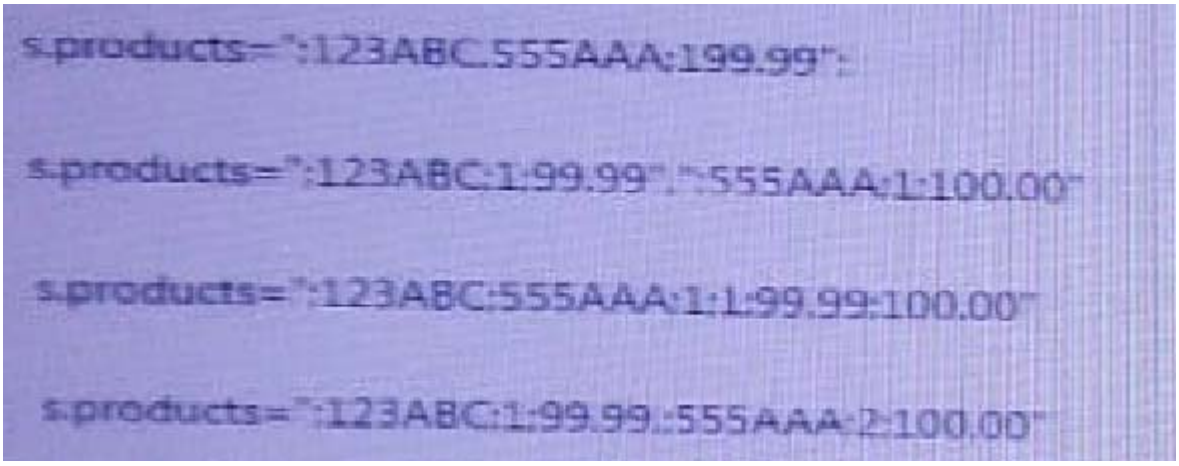


Based on the tracking pixel screenshots, which of the following events will be inflated?
A. Orders
B. Page View
C. proView
D. purchase
Answer: A

2.Your client wants to rank link activity visual over layers and provide a dashboard of real-time analytics to monitor audience engagement of their web pages.
Which tool would you recommend to the client.
A. Activity Map
B. Adobe Report Builder
C. Analysis Workspace
D. Fallout Report
Answer: C

3.A visitor interacted with your website on 3 visiting the same device and web browser. The source query

string parameter is captured into eVar5.
Visit#1.
The visitor can to the website by clicking on Facebook ad with the query string parameter source=xyz123 set in the URL During this visit they added a quantity of one of product SKU#123ABC with a cost of $99.99 to their can filled out a contact from on the site that resulted in success event1 being set.
Visit#2
The visitor returned to the website by clicking a link containing source=567 they received In their email. During this visits they added two products of sk#555AAA with an individual cost of $50.00 to their shopping cart.
Visit #3
They retirement to the website by typing the URL of the website homepage directly into the address bar can completed the purchase for both items.
What is the correct syntax of the s.products string upon purchase



A. Option A
B. Option B
C. Option C
D. Option D
Answer: D

4.How many times can dimensions be broken down in an Analysis Workspaces panel?
A. 3
B. More than 5
C. 2
D. 5
Answer: B

5.What is the most granular way to extract data from Adobe Analysis?
A. Data Workhouse
B. Download Report
C. Data Feed
D. Analytics API
E. Report Builder
Answer: C