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Question: 1

What does a segment with a check mark icon indicate within Segment Manager?

A. The segment has been tagged.
B. The segment has been shared.
C. The segment is being used.
D. The segment has been approved.

Answer: D

Question: 2

Which report types display visitor behaviors that lead to conversions?
Select three answers.

A. Fallout Visualization
B. Conversion (eVar) Reports
C. Referring Domain Reports
D. Traffic (sProp) Reports
E. Treemap Visualization

Answer: A,B,C

Question: 3

A cellphone manufacturer runs media campaigns selling products to those using their devices. Which metrics can be added to a project in Workspace to evaluate the success of the campaigns?

A. Visits, Order, Units, Revenue
B. Visits, Bounce Rate, Conversion Rate, Revenue
C. Visits, Order, Revenue
D. Bounce Rate, Conversion Rate, Revenue

Answer: A

Question: 4

Referring to the image below, which of the following hypotheses are directly supported by this visualization?
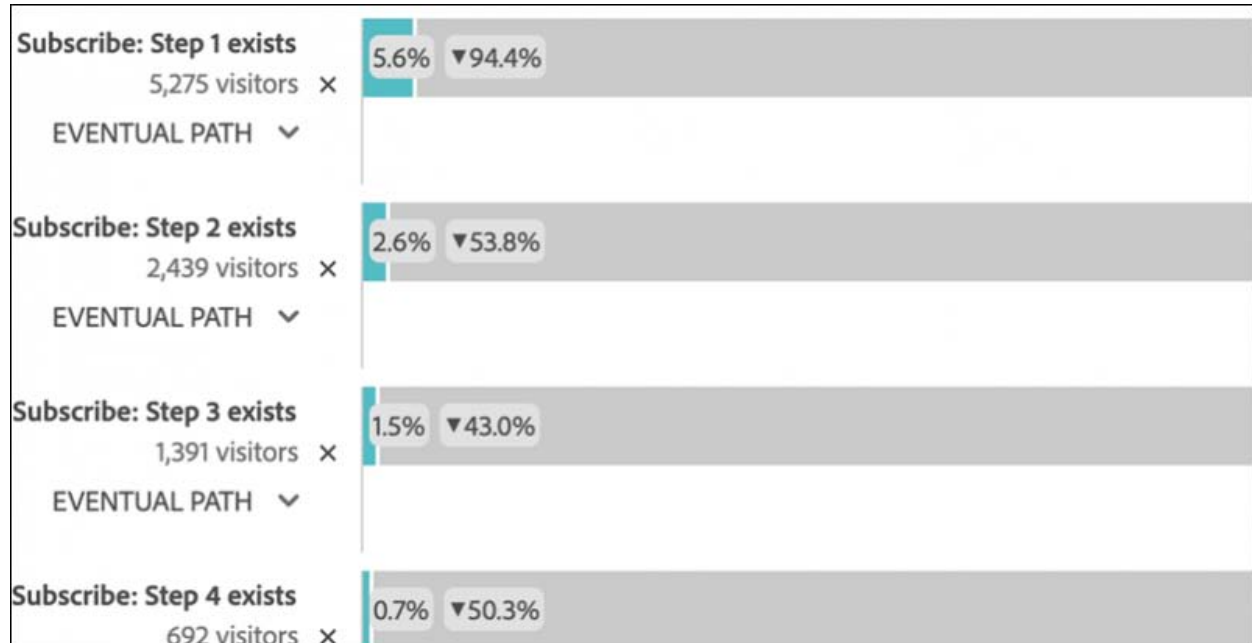
Select two.

A. Fallout between Subscribe Step 2 and Step 3 could be decreased significantly. Test alternative UX design.
B. Fallthrough between Subscribe Step 3 and Step 4 could be improved. Test combining Step 3 and Step 4.
C. High fallout rates may be due to subscription offerings. Test new offers to see what is more enticing.
D. High fallout rates maybe be due to first time visitors not returning. Test retargeted ads to drive completions.

Answer: A,B

Question: 5

A media agency provides this solution design for their company Tracking Code taxonomy:
Channel = chid
Campaign = cid
Source = sid
Tactic = tid
Placement = pid
Consider this tracking code example:
https://www.adobe.com?chid=dis&cid=blackfriday2020&sid=gdn&tid=conquesting&pid=468x60
What is the Tactic for this campaign?

A. blackfriday2020

B. dis
C. conquesting
D. 468x60

Answer: C

Question: 6

Which of the following narratives could have been developed using Contribution Analysis?
Select the two best answers

A. Identify spikes or drops in trial registrations
B. Identify fraudulent orders early as an out-of-bounds report
C. Identify re-marketing potential by monitoring changes in product demand
D. Identify spikes in video buffer events

Answer: B,C

Question: 7

An analyst wants to create a metric that shows the percentage of visits that contained a purchase.
Which formula is correct?

A. Orders ÷ Unique Visitors
B. Visits ÷ Orders
C. Revenue ÷ Orders
D. Orders ÷ Visits

Answer: D

Question: 8

Which groups are Traffic Dimensions and Traffic metrics?
Select two options.

A. Server, Site Section, Page, Unique Visitors
B. Search Engines, Search Keywords, Entries, Exits
C. Tracking Code, Campaign Click throughs, Click through rate
D. Internal Search Terms, Internal Search Term Instances, Conversion Rate

Answer: A,B

Question: 9

You have a site that includes pages titled "homepage", "about us page", "experience by adobe", "adobe qualifications", and "adobo recipe". You want to use the "matches" operator to select only the page titles that refer to Adobe.
Which of the following wildcard strings would produce the desired result?

A. a*e
B. adob*
C. *adobe*
D. *a*e*

Answer: C

Question: 10

A manager asks an analyst to create a visualization that shows all orders by day, making it easier to spot possible spikes. Which visualization types are most suited?

A. Line
B. Area
C. Summary Change
D. Summary Number

Answer: A,B

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