Adobe

AD0-E213

Adobe Analytics Developer Professional Exam

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Product Version

✓ Up to Date products, reliable and verified.
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Latest Version: 7.0

Question: 1

Which phase of the Adobe Analytics Implementation using tags in Adobe Experience Platform involves creating data elements and rules?

A. Create a tag property
B. Validate and publish to production
C. Gain access to tags
D. Deploy to a development environment

Answer: A

Explanation:
Create a tag property
In this lesson, you will create your first tag property.
A property is basically a container that you fill with extensions, rules, data elements, and libraries as you deploy tags to your site.
Prerequisites
In order to complete the next few lessons, you must have permission to Develop, Approve, Publish, Manage Extensions, and Manage Environments in tags. If you are unable to complete any of these steps because the user interface options are not available to you, reach out to your Experience Cloud Administrator to request access. For more information on tag user permissions, see the documentation.
NOTE
Adobe Experience Platform Launch is being integrated into Adobe Experience Platform as a suite of data collection technologies. Several terminology changes have rolled out in the interface which you should be aware of while using this content:
Platform Launch (Client Side) is now tags
Platform Launch Server Side is now event forwarding
Edge configurations are now datastreams
Learning Objectives
At the end of this lesson, you will be able to:
Log into the Data Collection user interface
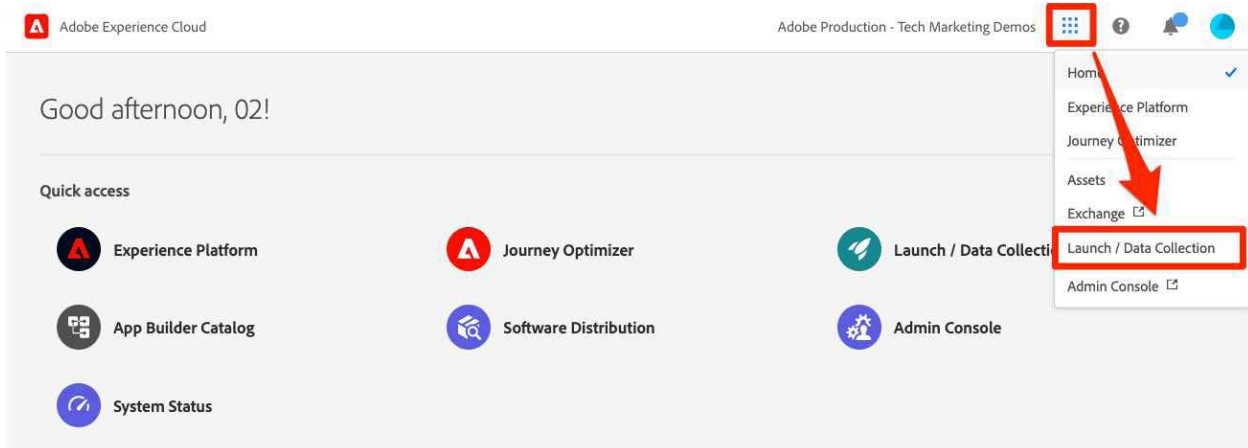Create a new tag property
Configure a tag property
Go to the Data Collection interface
To get to Data Collection
Log into the Adobe Experience Cloud
Click the icon to open the app switcher
Select Launch/Data Collection from the menu

You should now see the Tags Properties screen (if no properties have ever been created in the account, this screen might be empty):

Create a Property

A property is basically a container that you fill with extensions, rules, data elements, and libraries as you deploy tags to your site. A property can be any grouping of one or more domains and subdomains. You can manage and track these assets similarly. For example, suppose that you have multiple websites based on one template, and you want to track the same assets on all of them. You can apply one property to multiple domains. For more information on creating properties, see "Companies and Properties" in the product documentation.

To Create a Property

Click the New Property button:

Name your property (e.g. Luma Tutorial or Luma Tutorial - Daniel)

As the domain, enter enablementadobe.com since this is the domain where the Luma demo site is hosted. Although the "Domain" field is required, the tag property will work on any domain where it's implemented. The main purpose of this field is to pre-populate menu options in the Rule builder.

Expand the Advanced Options section and check the box to Run rule components in sequence

Click the Save button

Your new property should display on the Properties page. Note that if you check the box next to the property name, options to Configure or Delete the property appear above the property list. Click on the name of your property (e.g. Luma Tutorial) to open the Overview screen.

Next "Add the Embed Code" >

Question: 2

Which feature of Adobe Experience Cloud enables developers to control the what, when, where, and how of all the analytics tags on the website?

A. Extensions
B. Rules
C. Data elements

Explanation:
Rules in Adobe Experience Cloud enable developers to control the what, when, where and how of all the analytics tags on the website. Rules allow you to easily create and manage analytics tags using pointand-click interfaces. Rules also allow you to create conditions so that certain tags will only fire when certain criteria are met, giving you more control over the data that is collected. Rules are a powerful tool for developers, allowing them to customize the analytics tags for a website quickly and accurately.

Question: 3

Which web security method among the following supported Experience Cloud ID?

A. Same-origin policy (SOP)
B. Cross-site request forgery (CSRF)
C. Cross-Origin Resource Sharing (CORS)

Explanation:
CORS is a web security method that allows for limited cross-domain communication and is supported by Experience Cloud ID. It enables web applications to access resources located on a different domain than the one from which the request originated. This is important for ensuring that web applications are secure and that data is not leaked to malicious actors. CORS is implemented by setting certain headers on the server, allowing the web application to access resources from different domains. Additionally, CORS can also be used to authenticate users, allowing for secure access to resources.

Question: 4

What can launches be used for?

A. Creating a copy of source pages.
B. Taking certain actions on web pages.
C. Classifying content within a website.

Explanation:
Launch by Adobe is a tag management system that allows users to manage marketing and analytics tags on their website from a single location. Launch provides a user-friendly interface that allows users to create rules to specify when and where tags should be fired, and to manage the data that is passed to these tags.
In addition to managing tags, Launch can be used to take certain actions on web pages, such as

modifying page content or user interfaces, sending data to third-party tools, or triggering events in response to user behavior.

Launch can also be used to manage the lifecycle of tags, including versioning, testing, and deployment. By using Launch, users can improve the efficiency and accuracy of their tag management, reducing the risk of errors and improving the speed of their website.

Creating a copy of source pages and classifying content within a website are not primary functions of Launch, although it may be possible to use Launch to accomplish these tasks in certain contexts.

Question: 5

Identify the function from below which is not performed by ID Service cookies?

A. Access or store personally identifiable information (PII) like your email address.
B. Persist this unique ID so the ID service can collect and share data with other Experience Cloud solutions.
C. Set and store a unique ID for your site visitors (the MID).

Answer: A

Explanation:
Access or store personally identifiable information (PII) like your email address. ID Service cookies are used to set and store a unique ID for your site visitors (the MID). This unique ID is used to track user activity on the website and to allow the ID service to collect and share data with other Experience Cloud solutions. However, ID Service cookies do not access or store any personally identifiable information (PII)
like your email address.

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