Adobe

AD0-E608

Adobe Customer Journey Analytics Business Practitioner Professional

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Question: 1

A marketer wants to know how well her brand awareness campaigns are performing at bringing in new customers. Which calculated metric would provide the most insight on their performance?
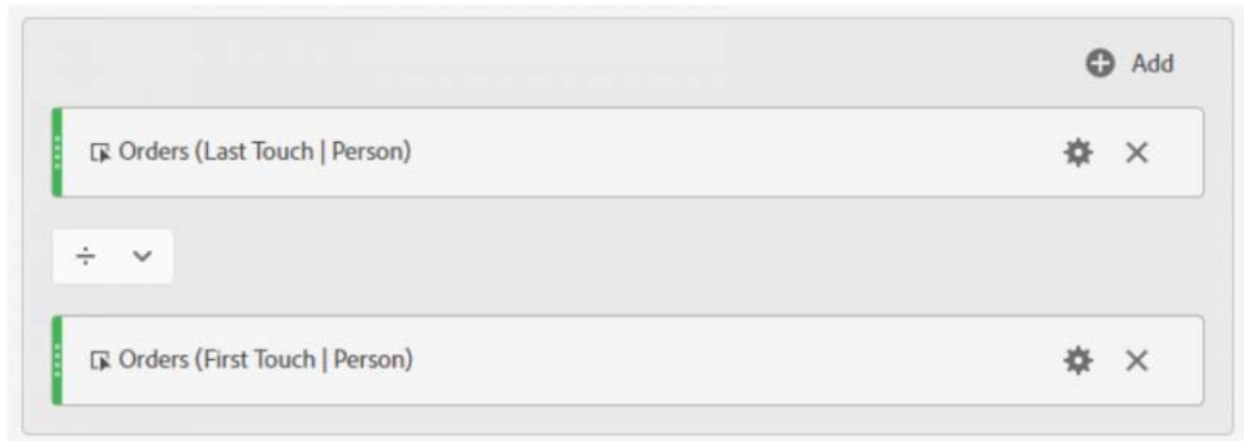Response:

A.

B.

C.

Question: 2

A report requires you to build an audience of web visitors that viewed the Checkout page, then afterward went to the Cart page in a single session. Which of the following filters will output the correct audience?

Response:

A.
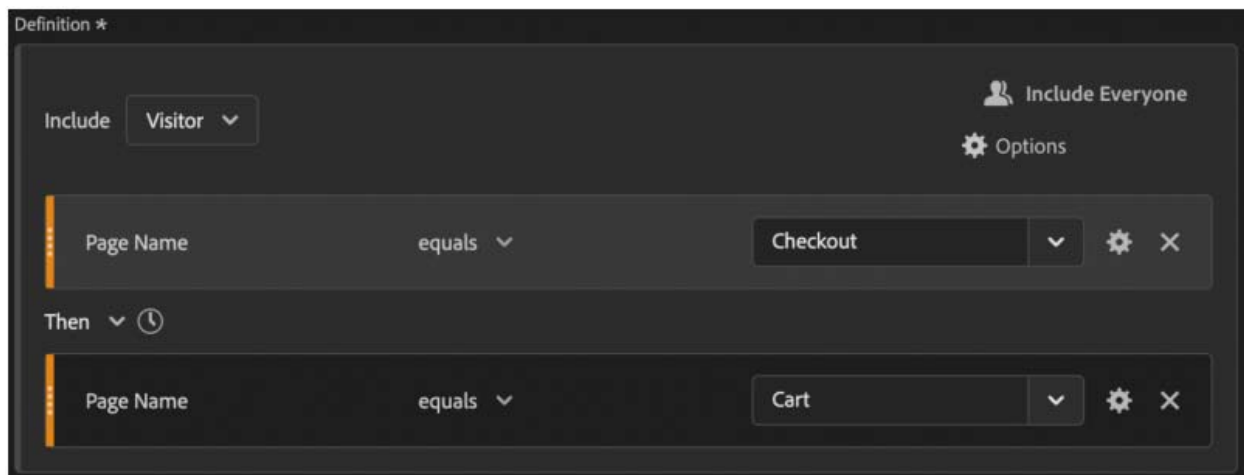
Definition *

Include   Visitor ∨   Include Everyone
                                                        Options

Page Name   equals ∨   Checkout   ∨   ✿ ✕

Then ∨ 🕐

Page Name   equals ∨   Cart   ∨   ✿ ✕

B.

C.

Answer: A

Question: 3

Which Adobe CJA features support audience segmentation in reporting?
(Select two.)
Response:

A. Profile-Based Filters
B. Segment Overlap Tool
C. Campaign Execution Module
D. Custom Data Views

Answer: A,B

Question: 4

The call center of a company has seen a spike in recent call volume, and they have discovered the cause to be their website. The analytics team has been tasked with uncovering the reason for these calls using a Data View that combines call center data and website analytics data, and they want to know what part of the site is driving the call center volume up.
Which action would help answer that question?
Response:

A. Create a freeform table showing Call Reason (as your dimension), Page Views (Time Decay | 15 minutes attribution Lookback window: Session) as your metric.
B. Create a freeform table showing Page Name (as your dimension), Calls (Time Decay | 15 minutes attribution Lookback window: Session) as your metric.
C. Create a freeform table showing Call Reason (as your dimension), Calls (Time Decay | 15 minutes attribution Lookback window: Session) as your metric.
D. Create a freeform table showing Calls (as your dimension), Call Reason (as your metric).

Answer: B

Question: 5

What is the primary role of a data view in Adobe CJA reports?
Response:

A. Data storage and retention
B. Defining and organizing reporting components
C. Real-time event monitoring
D. Campaign execution management

Answer: B

Question: 6

Which key metric should be monitored when evaluating a marketing campaign's success in driving website traffic?
Response:

A. Page Views
B. Data Retention Rate
C. Campaign Sync Logs
D. Profile Data Access

Question: 7

Which component should be used to calculate average purchase value per customer in Adobe CJA?
Response:

A. Calculated Metrics
B. Data View Manager
C. Profile Attribute Mapper
D. Campaign Tracker

Question: 8

Which type of visualization best represents the distribution of product categories purchased by customers in a specific region?
Response:

A. Line Chart
B. Funnel Visualization
C. Bar Chart
D. Scatter Plot

Question: 9

Assume the following scenario: On April 10, a visitor arrives to your site from a link on a social media post, adds 3 items to their cart, then leaves.
On April 14, the same visitor receives an email reminding them about their items in cart. The visitor clicks the link in the email directing them to your site, visits 2 other sites to see if they can find similar products, then leaves your site without purchasing. On April 16, the same visitor receives an SMS text that 2 of the items in their cart have gone on a sale for 15% off, linking them to their cart. The visitor clicks the link in the SMS text and purchases their cart for a total of $240.
Which attribution model should you use if you need to equally credit each channel $80 for the visitor's purchase?
Response:

A. Participation attribution model with a person lookback window
B. Linear attribution model with a person lookback window

C. Linear attribution model with a session lookback window

D. Last touch attribution model with a session lookback window

Answer: B

Question: 10

A project is shared with a colleague who has "Can edit" access as an individual and "Can view" access as a group. What access will your colleague experience?

Response:

A. The user's access is based only on the group level.

B. The user is limited to the lowest level of access possible.

C. The user gets the highest level of access possible.

D. The user will only be able to view the project, regardless of access.

Answer: C

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