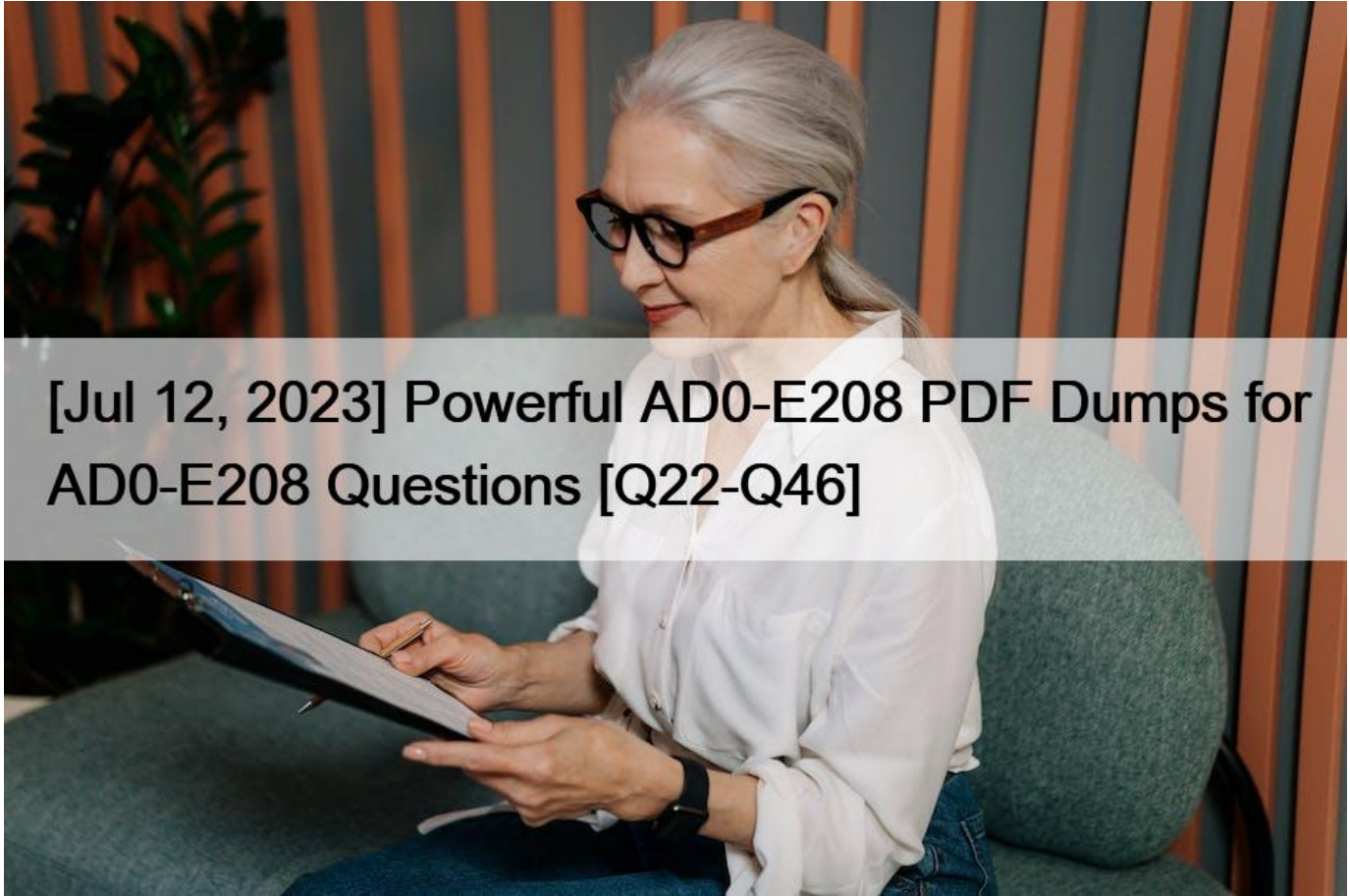


## [Jul 12, 2023 Powerful AD0-E208 PDF Dumps for AD0-E208 Questions [Q22-Q46]



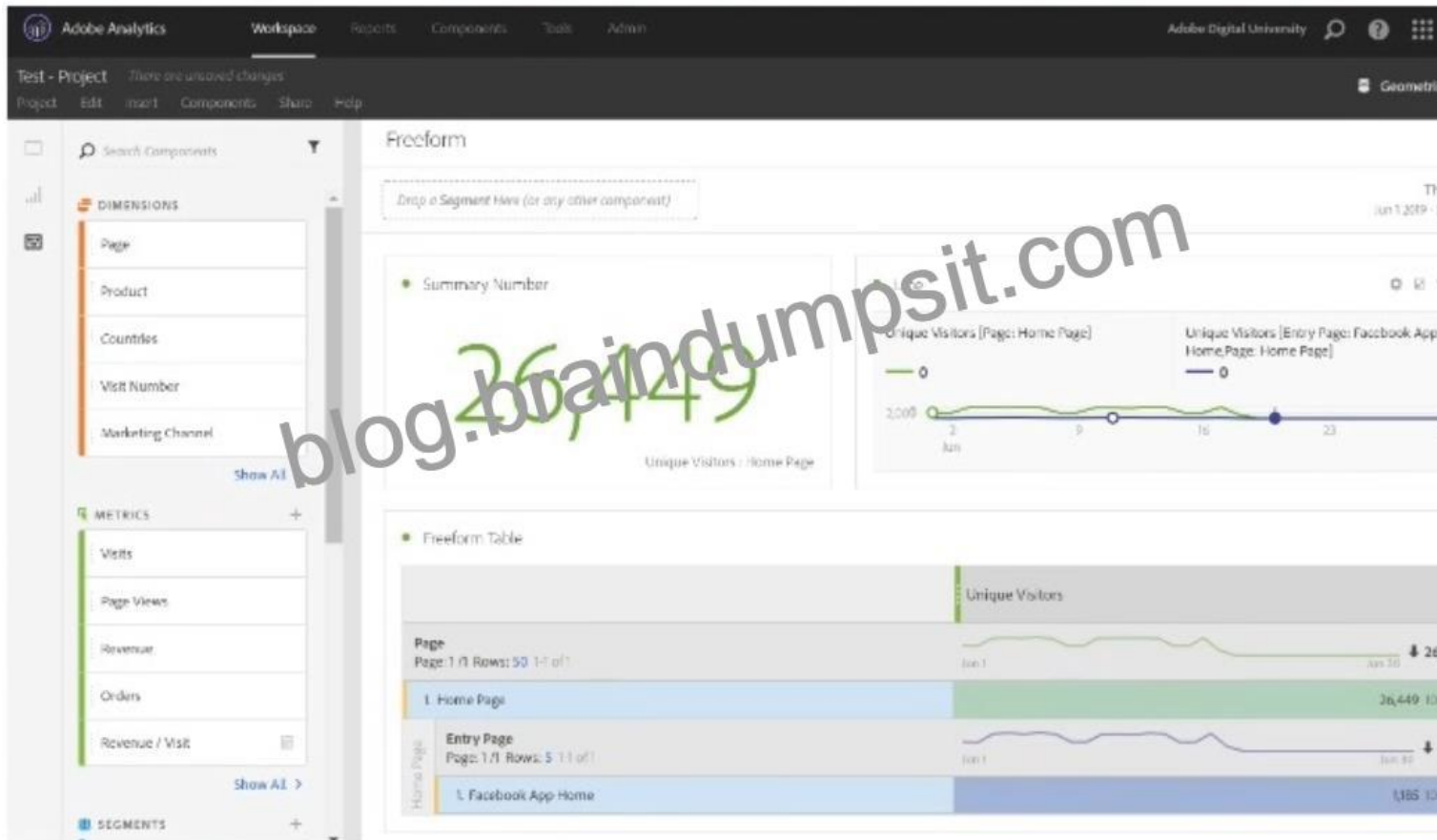
[Jul 12, 2023] Powerful AD0-E208 PDF Dumps for AD0-E208 Questions  
Authentic AD0-E208 Dumps - Free PDF Questions to Pass

Adobe AD0-E208 Exam is designed for professionals who specialize in the Adobe Analytics business. This is an advanced level certification that demonstrates extensive knowledge and skills related to using Adobe Analytics, data analysis, and reporting. AD0-E208 exam is perfect for individuals who are responsible for creating strategies or making data-driven decisions for their organizations.

### NEW QUESTION 22

A data analyst wants to create a segment of traffic that started on the page `&#8220;Facebook App Home&#8221;` and accessed the `&#8220;Home Page&#8221;` in Analysis Workspace.

Based on the project presented below:



What is the proper way to create this segment and continue working on the project without loss of data?

- \* Click and select `Home Page`; and `Facebook App Home`; in the table. Then right click on the selection and choose to Create a Segment from Selection, and save the segment with the exact configuration that has been automatically defined.
- \* Click on the Main Menu Components, then on segments, and create a new segment of a VISITOR container with entry page equals `Facebook App Home`; AND page equals `Home Page`;
- \* Click on the Internal Menu of the Components project, then on New Segment, and create a segment of a VISIT container with entry page equals `Facebook App Home`; AND page equals `Home Page`;

Explanation

The proper way to create a segment of traffic that started on the page `Facebook App Home`; and accessed the `Home Page`; in Analysis Workspace is to click on the Internal Menu of the Components project, then on New Segment, and create a segment of a VISIT container with entry page equals `Facebook App Home`; AND page equals `Home Page`; This will ensure that the segment captures only the visits that meet both criteria within the same visit. Clicking and selecting `Home Page`; and `Facebook App Home`; in the table and creating a segment from selection will not work, as it will create a segment of a HIT container with page equals `Home Page`; OR page equals `Facebook App Home`; which is not what is required. Clicking on the Main Menu Components and creating a new segment of a VISITOR container with entry page equals `Facebook App Home`; AND page equals `Home Page`; will not work either, as it will capture visitors who met both criteria across different visits, which is also not what is required.

References:

<https://experienceleague.adobe.com/docs/analytics/components/segments/create-segments-in-analysis-workspace>

<https://experienceleague.adobe.com/docs/analytics/components/segments/create-segments-in-analysis-workspace>

### NEW QUESTION 23

The Product team wants to upload product pricing data from an offline database to the Transaction ID in Adobe Analytics.

Which data import tool should be used for this task?

- \* Classification Importer
- \* Data Sources
- \* Data Connector

Explanation

The data import tool that should be used for this task is Data Sources. Data Sources is a feature that allows you to upload offline data from external sources and match it with online data in Adobe Analytics. It can also support transaction ID as a key variable to join offline and online data.

References:

<https://experienceleague.adobe.com/docs/analytics/import/data-sources/data-sources-overview.html?lang=en>

<https://experienceleague.adobe.com/docs/analytics/import/data-sources/data-sources-overview.html?lang=en#da>

### NEW QUESTION 24

A business owner is reviewing quarterly financial data and looks to complete projections for the upcoming quarter.

Which tool should be used to enable this analysis?

- \* Adobe Experience Platform
- \* Data Feed
- \* Marketing Channels

Explanation

Adobe Experience Platform is a tool that enables data integration, analysis, and visualization across different sources and channels. It can help business owners to review historical data and create projections for the future.

References: <https://experienceleague.adobe.com/docs/experience-platform/landing/home.html?lang=en>

### NEW QUESTION 25

In Analysis Workspace, which two types of components can be used in order to filter the scope of the report to a specific section of the website? (Choose two.)

- \* Dimensions
- \* Segments
- \* Time
- \* Standard Metrics

Explanation

In Analysis Workspace, segments and time are two types of components that can be used to filter the scope of the report to a specific section of the website. Segments are subsets of data based on certain criteria, such as page name, traffic source, device type, etc. Time is a component that allows you to specify a date range or granularity for your report. Dimensions and standard metrics are not components that can be used to filter the scope of the report, but rather to break down or measure the data.

References:

<https://experienceleague.adobe.com/docs/analytics/components/segments/segments-overview.html?lang=en>

<https://experienceleague.adobe.com/docs/analytics/components/time/time-overview.html?lang=en>

### NEW QUESTION 26

Two single condition Segments are set up for creating a Virtual Report Suite. Both Segments are visit scoped and have the following rule using default Dimensions:

Segment A: Marketing Channel equals 'Social Networks'; Segment B: Countries equals 'United Kingdom'; Which data subset of the source Report Suite will be available when using this Virtual Report Suite?

- \* Visit data for visits coming from a Social Network OR from the United Kingdom
- \* Visit data for visits coming from a Social Network AND from the United Kingdom
- \* All Visitor data for visits coming from a Social Network AND from the United Kingdom

Explanation

The data subset of the source report suite that will be available when using this virtual report suite is visit data for visits coming from a Social Network AND from the United Kingdom. This is because when two single condition segments are set up for creating a virtual report suite, they are combined with an AND logic. This means that only the visits that match both segments will be included in the virtual report suite.

References:

<https://experienceleague.adobe.com/docs/analytics/components/virtual-report-suites/vrs-overview.html?lang=en>

<https://experienceleague.adobe.com/docs/analytics/components/virtual-report-suites/vrs-overview.html?lang=en#>

### NEW QUESTION 27

When a segment is created from within a report by dragging a component on the segment area, is it possible to re-use it in another report?

\*\* change report to Workspace \*\*

- \* Yes, by editing the segment and checking Make this an Experience Cloud audience;
- \* Yes, by editing the segment and checking Make this segment public;
- \* Yes, it is automatically available in the segments list.

Explanation

When a segment is created from within a Workspace by dragging a component on the segment area, it is initially saved as a private segment that can only be used by the creator. However, it is possible to re-use it in another Workspace by editing the segment and checking Make this segment public;. This will make the segment available to other users who have access to the same report suite.

References:

<https://experienceleague.adobe.com/docs/analytics/components/segments/create-segments-in-analysis-workspace>

<https://experienceleague.adobe.com/docs/analytics/components/segments/create-segments-in-analysis-workspace>

**NEW QUESTION 28**

Several end users have complained that Analysis Workspace is too cluttered with infrequently used variables.

How would the Report Suite Admin Console be used to improve their user experience?

- \* Suggest the team use Data Feeds
- \* Suggest the team use Customize Menus
- \* Suggest the team use Data Warehouse

Explanation

The best way to improve the user experience of Analysis Workspace for end users who complain that it is too cluttered with infrequently used variables is to suggest the team use Customize Menus. Customize Menus is a feature that allows users to hide or show dimensions, metrics, segments, or date ranges in Analysis Workspace based on their preferences. This can help reduce clutter and improve efficiency. Suggesting the team use Data Feeds or Data Warehouse will not help with this issue, as they are different tools that are used for exporting or importing data.

References:

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/customize-menus.html?lang=en>

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/customize-menus.html?lang=en#>

**NEW QUESTION 29**

The Chief Marketing Officer has established a monthly revenue target for an online store and wants to see how revenue for the current month is tracking towards that goal.

Which Visualization should be used for this report?

- \* Treemap
- \* Bullet
- \* Scatter

Explanation

A Bullet Visualization is a tool that shows how a metric is performing against a target or goal. It can help monitor progress and identify gaps or opportunities. It can also show additional information, such as comparison periods or ranges.

References:

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/bullet.html?lang=en>

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/bullet.html?lang=en>

**NEW QUESTION 30**

A UI/UX manager asks an analyst to create an Analysis workspace visualization that shows all visits to English (/En) pages. The workspace is accessible by multiple stakeholders, most of whom have edit access.

Which visualization approach would be used?

- \* Create a Freeform Table with Page Name and Visits. Filter Page Name by &#8220;ends with = /en&#8221;
- \* Create a Freeform Table with Page Name and Visits. Filter Page Name by &#8220;contains = /en&#8221;
- \* Create a Freeform Table with Visits and drag and drop all Page Names that contain &#8220;/en&#8221; from the left rail into the rows of the Freeform Table.

Explanation

The best way to create an Analysis Workspace visualization that shows all visits to English (/en) pages is to create a Freeform Table with Page Name and Visits, and then apply a filter to Page Name by &#8220;contains = /en&#8221;.

This will ensure that only the pages that have &#8220;/en&#8221; in their name will be shown in the table, regardless of their position in the URL. Filtering by &#8220;ends with = /en&#8221; would exclude pages that have other parameters after

&#8220;/en&#8221;, and dragging and dropping all Page Names that contain &#8220;/en&#8221; would be tedious and prone to errors.

References:

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/build/freeform-tables.html?lang=>

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/build/freeform-tables.html?lang=>

### NEW QUESTION 31

In which order are these data components processed?

- \* Page code > VISTA Rules > Marketing Channel Rules > Processing Rules
- \* Page code > Processing Rules > VISTA Rules > Marketing Channel Rules
- \* Marketing Channel Rules > Page code > Processing Rules > VISTA Rules

Explanation

The order in which these data components are processed is page code > VISTA Rules > Marketing Channel Rules > Processing Rules. This means that page code is processed first, then VISTA Rules are applied on top of page code data, then Marketing Channel Rules are applied on top of VISTA Rules data, and finally Processing Rules are applied on top of Marketing Channel Rules data.

References:

<https://experienceleague.adobe.com/docs/analytics/admin/admin-tools/channel-manager/marketing-channels-ove>

<https://experienceleague.adobe.com/docs/analytics/admin/admin-tools/channel-manager/marketing-channels-ove>

### NEW QUESTION 32

The analytics team has created an Analysis Workspace project featuring a Freeform Table and a Flow Visualization in one Panel.

Why is the scheduled report just showing the Panel Name?

- \* The Project was never curated.
- \* The Freeform Table and Flow Visualization in the Panel were minimized.



\* The Freeform Table and Flow Visualization were expanded.

Explanation

When scheduling a report from an Analysis Workspace project, only the expanded visualizations in each panel will be included in the report. If the Freeform Table and Flow Visualization in the Panel were minimized, they will not show up in the scheduled report, only the Panel Name will.

References:

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/share/schedule-project.html?lang>

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/share/schedule-project.html?lang>

### NEW QUESTION 33

What is a valid use of a segment as a touchpoint in a Fallout Visualization?

- \* Using a visitor-based segment as a touchpoint inside a visit-context Fallout Visualization
- \* Using a visit-based segment as a touchpoint inside a visit-context Fallout Visualization
- \* Using a visit-based segment as a touchpoint inside a visitor-context Fallout Visualization

Explanation

A valid use of a segment as a touchpoint in a Fallout Visualization is to use a visit-based segment as a touchpoint inside a visit-context Fallout Visualization. This means that the segment will apply to the entire visit and the fallout will show the conversion within the same visit. Using a visitor-based segment as a touchpoint inside a visit-context Fallout Visualization or using a visit-based segment as a touchpoint inside a visitor-context Fallout Visualization are not valid uses, as they will cause mismatched scopes and inaccurate results.

References:

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/fallout.html?lang=>

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/fallout.html?lang=>

### NEW QUESTION 34

Which option would an analyst choose to show the percentage change between the two numbers in a visualization?

- \* Use the Summary Change visualization from a Freeform Table, click the Visualization settings, and O select Show Raw Difference
- \* Use the Summary Change visualization, click the Visualization settings, and select Show Percent ,#I Change
- \* Use the Summary Number visualization, click the Visualization settings, and select Percentages

Explanation

The Summary Change visualization shows the difference between two numbers in a report, such as current period vs previous period. To show the percentage change between the two numbers, you need to click the Visualization settings and select Show Percent Change.

References:

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/summary-change.h>

### NEW QUESTION 35

What is a valid use of a segment as a touchpoint in a Fallout Visualization?

- \* Using a visit-based segment as a touchpoint inside a visit-context Fallout Visualization
- \* Using a visitor-based segment as a touchpoint inside a visit-context Fallout Visualization
- \* Using a visit-based segment as a touchpoint inside a visitor-context Fallout Visualization

Explanation

A valid use of a segment as a touchpoint in a Fallout Visualization is to use a visit-based segment as a touchpoint inside a visit-context Fallout Visualization. This means that the segment will apply to the entire visit and the fallout will show the conversion within the same visit. Using a visitor-based segment as a touchpoint inside a visit-context Fallout Visualization or using a visit-based segment as a touchpoint inside a visitor-context Fallout Visualization are not valid uses, as they will cause mismatched scopes and inaccurate results.

References:

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/fallout.html?lang=>

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/fallout.html?lang=>

### NEW QUESTION 36

An analyst is given a list of specific events a user must take to complete a purchase. What would be used to see the conversion rate between steps?

- \* Cohort Table
- \* Fallout Visualization
- \* Flow Visualization

Explanation

A Fallout Visualization is a tool that shows the conversion rate between steps or touchpoints in a user journey.

It can help identify where users drop off or complete a goal, such as a purchase. It can also support different types of touchpoints, such as pages, events, segments, or dimensions.

References:

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/fallout.html?lang=>

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/fallout.html?lang=>

### NEW QUESTION 37

Various reports show None, Unspecified, Other, or Unknown, depending on the specific report viewed.

Generally, this breakdown means that the variable was not defined or otherwise unavailable.

Which statement explains the possible behavior of the data?

- \* When viewing classification data, any value that does not have data associated with that particular classification returns `&#8220;OTHER&#8221;`. To resolve this issue, create a classification export file and classify the appropriate columns.
- \* Similarly to non-mobile hits in mobile reports, mobile hits in all Visitor Profile I Technology reports are listed as



&#8216;UNSPECIFIED&#8217;.

\* This happens when a user comes to a site for the first time and makes a purchase without firing eVar1. If orders are viewed in the eVar1 report, there is no value to attribute this order to, so it will appear as &#8220;NONE&#8221;.

Explanation

The statement that explains the possible behavior of the data is that this happens when a user comes to a site for the first time and makes a purchase without firing eVar1. If orders are viewed in the eVar1 report, there is no value to attribute this order to, so it will appear as &#8220;NONE&#8221;. This means that eVar1 was not set on any page or hit during the visit where the order occurred, so there is no way to associate the order with any value of eVar1. The other statements are not correct explanations of why None, Unspecified, Other, or Unknown may appear in various reports.

References:

<https://experienceleague.adobe.com/docs/analytics/components/variables/conversion-variables/conversion-var-ov>

<https://experienceleague.adobe.com/docs/analytics/components/variables/conversion-variables/conversion-var-ov>

### NEW QUESTION 38

Consider the following eVar settings:

eVar #: 3

Name: Model Name

Allocation: Most Recent (Last)

Expire After: Visit

Type: Text String

Status: Enabled

An automotive company uses eVar3 to capture &#8220;Model Name&#8221; on certain model-specific pages of their website. The VP of Marketing expresses a concern about data quality after seeing a report of eVar3 paired with the Visits metric. The report shows a significant number of visits with a Model Name of &#8220;Unspecified&#8221;.

What is causing this issue?

- \* eVar3 is never set due to a tagging error in the page code.
- \* The visits began on a page where eVar3 was not set.
- \* There are too many unique values in eVar3.

Explanation

The reason why the report shows a significant number of visits with a Model Name of &#8220;Unspecified&#8221; is that the visits began on a page where eVar3 was not set. Since eVar3 is set to expire after visit and has an allocation of most recent (last), it means that it will capture and persist the last value that was set for that variable in a visit. If eVar3 was not set on any page during a visit, it will show up as &#8220;Unspecified&#8221; in the report. eVar3 being never set due to a tagging error in the page code or having too many unique values are not likely causes of this issue.

References:

<https://experienceleague.adobe.com/docs/analytics/components/variables/conversion-variables/conversion-var-ov>

<https://experienceleague.adobe.com/docs/analytics/components/variables/conversion-variables/conversion-var-ov>

### NEW QUESTION 39

Refer to the exhibit:



What is a valid interpretation of this Segment Comparison between Purchasers and Non-Purchasers segments?

- \* Video Views/Visitors is the most statistically significant difference between the two segments.
- \* On average, Purchasers view 81 % more videos than Non-Purchasers.
- \* Purchasers are 81 % more likely to complete a Video View than Non-Purchasers.

Explanation

A valid interpretation of this Segment Comparison between Purchasers and Non-Purchasers segments is that on average, Purchasers view 81 % more videos than Non-Purchasers. This means that the average Video Views per Visitor for Purchasers is 81 % higher than that for Non-Purchasers. Video Views/Visitors is not the most statistically significant difference between the two segments, as it has a low confidence level of 68 %.

Purchasers are not 81 % more likely to complete a Video View than Non-Purchasers, as this would imply a probability or conversion rate, not an average.

References:

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/components/segment-comparison>

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/components/segment-comparison>

### NEW QUESTION 40

A web analyst is viewing a report in an Analysis Workspace freeform table and sees a dark gray triangle.



What is this specifying in the report?

- \* Data includes outside data source
- \* Incomplete data
- \* Data anomaly detected

Explanation

A dark gray triangle in a report indicates that a data anomaly has been detected for that data point. It means that the value is significantly different from the expected range based on historical data and seasonality.

References:

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/predictive-analytics/anomaly-det>

### NEW QUESTION 41

A pharmaceutical client wants to see a Freeform Table in Analysis Workspace that lists out all the Products by the number of visits each of its website pages receive. Each product can have varying number of pages but has a unique product name included in all its URLs. The client also wants to ensure that the Products in the Freeform Table are arranged in a specific order by product name.

How would an analyst use segments to do this?

- \* Create segments for all of the product names by page name and drag and drop them in order in a Freeform Table with Visits.
- \* Create segments for all of the product names by page name and drag and drop them in order into the Table Builder of a Freeform Table with Visits.
- \* Create a stacked segment for all of the product names by page name segments and drag and drop them in order in a Freeform Table with Visits.

Explanation

The best way to use segments to create a Freeform Table in Analysis Workspace that lists out all the Products by the number of visits each of its website pages receive is to create segments for all of the product names by page name and drag and drop them in order into the Table Builder of a Freeform Table with Visits. The Table Builder is a tool that allows you to customize your table layout by dragging and dropping dimensions, metrics, or segments into rows or columns. Creating segments for all of the product names by page name will ensure that only the pages that belong to each product are included in the table. Dragging and dropping them in order into the Table Builder will arrange them by product name as desired.

References:

<https://experienceleague.adobe.com/docs/analytics/components/table-builder/table-builder-overview.html?lang=>

<https://experienceleague.adobe.com/docs/analytics/components/table-builder/table-builder-overview.html?lang=>

## NEW QUESTION 42

An analyst is co-creating a report with their client counterpart in preparation for a running marketing performance dashboard. Marketing is still getting onboarded with the analytics tool and hope to begin leveraging data to enable data-driven decisions.

How would the analyst look to share out the dashboard broadly across the team?

- \* Share a PDF at the time the report is completed to the client counterpart and the greater marketing team
- \* Share Can Edit rights with the client counterpart and Can View rights with the entire marketing team
- \* Share Can Edit rights with the client counterpart and Can Duplicate rights with the entire marketing team

Explanation

The best way to share out the dashboard broadly across the team is to share Can Edit rights with the client counterpart and Can View rights with the entire marketing team. This will allow the client counterpart to co-create and modify the dashboard with the analyst, while the rest of the marketing team can view and interact with the dashboard without making any changes. Sharing a PDF at the time the report is completed would not allow for any interactivity or updates, and sharing Can Duplicate rights with the entire marketing team would create unnecessary copies of the dashboard.

References:

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/share/share-project.html?lang=en>

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/share/share-project.html?lang=en>

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