

Adobe Analytics Business Practitioner Expert

Adobe AD0-E208

Version Demo

Total Demo Questions: 6

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Topic Break Down

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Topic 1, Reporting and Analysis	46
Topic 2, Data Collection and Management	12
Topic 3, Administration	7
Total	65

QUESTION NO: 1

An administrator is creating a Virtual Report Suite for a business unit. The business unit should see only the data and Analytics components that are relevant to its work, while the underlying source Report Suite remains unchanged.

Which two Virtual Report Suite configuration options support this requirement? (Choose two.)

- A. Apply one or more segments to the Virtual Report Suite.
- B. Use component inclusion settings to limit available Analytics components.
- C. Rename source Report Suite eVars for the Virtual Report Suite only.
- D. Change source eVar allocation settings for the Virtual Report Suite only.

ANSWER: A B

Explanation:

A Virtual Report Suite can apply one or more segments to limit the source Report Suite data available to its users. It can also use component inclusion settings to control which dimensions, metrics, segments, and other components are available in the virtual suite.

These settings affect the reporting view presented through the Virtual Report Suite; they do not change the underlying source Report Suite data. Renaming a source eVar or changing its allocation is a report-suite administration change and cannot be configured independently for a Virtual Report Suite.

QUESTION NO: 2

An analyst needs a segment for visitors who viewed Product A and subsequently completed a Purchase. The product view and purchase can occur in different visits.

Which two segment settings are required? (Choose two.)

- A. Use a Visitor container.
- B. Use a sequential then relationship between the product view and Purchase event.
- C. Use a Visit container.
- D. Join the product view and Purchase event with a non-sequential AND relationship.

ANSWER: A B

Explanation:

A Visitor container is required because the qualifying product view and purchase may occur in separate visits. A sequential *then* relationship is also required to ensure that the Product A view occurs before the Purchase event.

A Visit container would restrict qualification to a single visit, and a non-sequential AND relationship does not enforce the required order of the two actions.

QUESTION NO: 3

A chart displaying the daily trend of Orders and their performance against the daily average for the last month is needed.

How can this requirement be met?

- A. Use a Line Visualization to trend the Orders and the daily average as a Calculated Metric in the same chart.
- B. Use a Bullet Visualization to trend the Orders and Day dimension in the same chart.

C. Use a Histogram Visualization to trend the Orders and enable the settings to show the trend against the average value.

ANSWER: A

Explanation:

Use a Line Visualization to trend the Orders and the daily average as a Calculated Metric in the same chart. A line visualization is designed to display values over time, so applying a last-month date range and using Day as the chart granularity presents the Orders metric as a daily series. Adding a calculated metric for the daily average provides a directly comparable benchmark in the same visualization. This makes it easy to see both the direction of order volume throughout the month and the days on which performance was above or below the average level. In Analysis Workspace, calculated metrics can combine or transform Analytics metrics using metric functions and can then be added to a project table or visualization just like standard metrics. The line visualization supports multiple metric series, allowing the Orders series and daily-average series to be displayed together with a shared time axis. This approach meets both parts of the requirement: it preserves the daily trend rather than reducing the period to a single summary value, and it supplies a clear average reference for evaluating each day's performance. See Adobe's [Calculated metrics overview](#) and [Line visualization documentation](#).

QUESTION NO: 4

A spike in traffic is observed for a specific day. Knowing that there are no campaigns running, the first hypothesis is that this is bot traffic.

Which Adobe Analytics tool may be used to identify the IP of the user that contributes to this spike in traffic without using a custom variable?

- A. Data Warehouse
- B. Anomaly Detection
- C. Analysis Workspace

ANSWER: A

Explanation:

Data Warehouse is the appropriate tool because it supports requests using the IP Address dimension, allowing an analyst to retrieve the IP addresses associated with hits during the date on which the traffic spike occurred. The analyst can build a Data Warehouse request for the affected day, include relevant metrics such as visits or hits, and use IP Address as the reporting dimension. The exported result can then be sorted or examined to identify an address or small group of addresses that generated an unusually large volume of activity. This is especially useful for investigating suspected automated traffic because the IP address is collected by Adobe Analytics as part of the incoming server call context; it does not require prior implementation of an eVar, prop, or other custom variable. The IP Address dimension is restricted to Data Warehouse reporting, which makes Data Warehouse the Adobe Analytics capability designed for this type of investigation. Adobe notes that IP address data is available only through Data Warehouse and may be subject to privacy-related access controls and data-handling requirements. See Adobe's documentation for the [IP Address dimension](#) and [Data Warehouse](#).

QUESTION NO: 5

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 "Model Name" 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 "Unspecified".

What is causing this issue?

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

ANSWER: B

Explanation:

The visits began on a page where eVar3 was not set. In Adobe Analytics, the Visits metric is recorded when a visit starts. If the first hit of that visit does not contain a value for the Model Name eVar, there is no eVar value available at that point to associate with the visit, so the visit can be reported under *Unspecified*. Setting the eVar later during the same visit does not retroactively assign the already-recorded visit-start occurrence to that later Model Name value.

The eVar's visit expiration means a Model Name value, once set, persists for subsequent hits in that visit unless replaced. Its Most Recent (Last) allocation determines that subsequent success events are credited to the latest value set before those events. Neither setting changes the fact that the visit began before a Model Name value was captured. To reduce the Unspecified volume for the Visits metric, implementation should set eVar3 on the entry hit whenever a model can be identified, including relevant landing pages. Adobe documents eVar persistence and expiration in its [eVar dimensions documentation](#) and describes the behavior of the [Visits metric](#).

QUESTION NO: 6

In which two visualizations is the Anomaly Detection report available? (Choose two.)

- A. Ranked Freeform Table
- B. Line Visualization by Day
- C. Trended Freeform Table
- D. Line Visualization by Week

ANSWER: B D

Explanation:

Line Visualization by Day and **Line Visualization by Week** are correct because Adobe Analytics Anomaly Detection evaluates time-series data and overlays expected ranges and statistically significant anomalies on a line chart. Daily and weekly time granularities provide the chronological sequence of data points required for the anomaly-detection model to establish an expected value and confidence interval. In Analysis Workspace, analysts can enable anomaly detection from a supported line visualization to identify unusual increases or decreases in a metric and investigate the dates or weeks responsible for the change. This makes the feature useful for monitoring performance trends, campaign effects, site issues, and other unexpected changes without manually determining a baseline. Adobe's line-visualization documentation specifically describes enabling anomaly detection for time-based line charts, while its anomaly-detection documentation explains that the analysis compares actual values with an expected range derived from historical behavior. See [Adobe Analytics line visualization: Anomaly detection](#) and [Adobe Analytics Anomaly Detection](#).