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**Exam** : **AD0-E202**

**Title** : Adobe Analytics Business  
Practitioner

**Vendor** : Adobe

**Version** : DEMO

**NO.1** Metric event20 has the name "Video event start;. but the manager who requested the dashboard would like the metric to show up in the report as "Video play".

The web analyst does not have admin rights.

Which method will display a custom name of the metric used in a table in Workspace?

- A.** Use a calculated metric derived from the original metric, naming it as desired.
- B.** Change the name of the metric in the report Suite Manager in the Success Events Section
- C.** Change the name of the metrics in the column settings of the table to the desired value.
- D.** Manually edit the label of the metric to show up as desired.

**Answer:** A

**NO.2** 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?

- A.** Data Connector
- B.** Adobe fastETL
- C.** Classification Importer
- D.** Data sources

**Answer:** D

Explanation:

When there is offline data you want permanently written into Adobe Analytics Options:

Summary: simple data uploads, by day or limited dimensions

Transaction ID: data uploads that connect an online endpoint to offline data, and fully associate imported data to a visitor snapshot captured online (e.g. orders complete online, and get returned offline) Transaction ID data sources allow you to not only view online and offline data side-by-side, but tie the data together. It requires the use of the transactionID variable in your Analytics implementation.

When you send an online hit that contains a transactionID value, Adobe takes a "snapshot" of all variables set or persisted at that time. If a matching transaction ID uploaded through Data Sources is found, the offline and online data is tied together. It does not matter which source of data is seen first.

**NO.3** An analyst wants to create a Freeform Table In Adobe Analyst Workspace that shows the top week, based on number of visitors and the number of page loads.

Which three default components should be used? (Choose three.)

- A.** Exits
- B.** Unique Visitors
- C.** Week
- D.** Page Views
- E.** Day of Week
- F.** Visit

**Answer:** B,D,F

**NO.4** The e-commerce team of a home furniture store notices a decrease in numbers of orders over the last two months for the bedroom category.

Which three metrics are relevant to include in the report to investigate the decrease?  
Fallout rate for each step in the purchase funnel for the bedroom" category

- A. Average Page views per category
- B. Cart additional for bedroom" category
- C. Page views for bathroom" category
- D. Revenue for the bathroom" category
- E. Orders per product in the bedroom category

**Answer:** A,B,E

**NO.5** An analyst needs to configure an Affiliate marketing channel within the Marketing Channel Processing Rules. Traffic from this channel uses the "source" and "campaign\_name" query parameters. The "source" query parameter is used by other marketing channels. Traffic from the Affiliate marketing channel this query parameter with a value that starts with "aff". Affiliate traffic may NOT have a defined value for "campaign name".

How should the analyst configure the processing rule so that any hits from affiliate are added to the Affiliate marketing channel?

- A. Hits where the "source" query parameter starts with "aff" and the "campaign\_name" exists
- B. Hits where the "source" query parameter starts with "aff"
- C. Hits where the "campaign\_name" query parameter starts with "aff"
- D. Hits where the "source" and "campaign\_name" query parameters exist

**Answer:** B