

TestkingIT

Testking IT

> Contact Us Login / Register Search...

- HOME
- ALL VENDORS
- ★ GUARANTEE
- ? FAQ
- TESTIMONIALS
- CART (0)



Try **Desktop Test Engine** before you buy

We're not the only ones **happy** about TestKingsIT Practice Material ...

48236+ customers in 100+ countries use TestKingsIT Test Engine. Meet our customers.

- iMessenger
- VOREED
- GetCustom
- JET ORANGE
- iCompany
- Paradoxx



<http://www.testkingit.com/>

Latest practice material - Exam Cram - TestKingIT

Exam : **9A0-411**

Title : Adobe Analytics Developer
ACE Exam

Vendor : Adobe

Version : DEMO

NO.1 An Adobe Analytics Developer needs to implement internal search tracking per the following Solution Design Reference (SDR):

Variable	Variable Name	Business Requirement
prop1	Internal Search Phrase	Set with the value searched for by the visitor
prop2	Internal Search Results	Set with the number of results returned for an internal search

prop1 is being set with the internal search phrase on the click of the search button of the site. prop2 is set with the number of results immediately afterwards on the search results page. When analyzing the reporting and breaking down the number of results (prop2) by internal search phrase (prop1), the number of results does NOT return the phrases used. The reporting is NOT allowing the breakdown from prop2 to prop1.

What is causing this issue?

- A. A custom event was NOT used in the reporting for prop1 and prop2.
- B. Correlation has NOT been enabled for these props.
- C. Two different props were being used.
- D. prop1 and prop2 were NOT set at the same time.

Answer: A

NO.2 Video measurement reports in Adobe Analytics are not being populated. The developer confirms that Video Reporting has been enabled in the Adobe Analytics Console.

What might be causing this issue?

- A. s.video.Track is set to "false" in appMeasurement.
- B. The Adobe Analytics Media Module has not been added to appMeasurement.
- C. s.vide0Measurement has not been set to "true" in appMeasurement.
- D. The Adobe Analytics videoMeasurement plug-in has not been added to appMeasurement.

Answer: D

NO.3 A 'global' page load rule is set to load on all site pages EXCEPT the search results page, which will return results to the page via ajax instead of the standard page load.

Which two actions should be taken so that the ajax search results can be correctly tracked as a page view?

(Choose two.)

- A. Set the global page load rule to trigger at top of page so it will wait for ajax to return
- B. Create a function using setTimeout that will call a page view direct all rule alter waiting a few milliseconds so ajax can return
- C. Create a direct call rule that will set the appropriate page load variables on the search results page only
- D. Create a condition within the global page load rule so the rule will NOT fire on the search results page

Answer: C,D

NO.4 A developer is using event16 on the confirmation page to capture any discount amount that was applied to the individual product at the time of purchase. Using a Dynamic Tag Management (DIM) rule on the confirmation page, the product string and event list are set as follows:

```
s.products = *;8675309;1;10.00:event16=2.00*
```

```
s.events = *purchase*
```

```
s.purchaseID = *12i4567*
```

After initial testing of the rule using the browser console a developer can see data for event16 within the image request. After 30 minutes within Adobe Analytics, the developer notices that event16 is NOT reporting any data.

What is causing this issue?

- A. The event list should also include "event16".
- B. The code is correct. Wait for the data to process.
- C. The event has NOT been configured in the interface to be included as part of the product string.
- D. The value of event16 must be in single quotes to process correctly.

Answer: A

NO.5 A developer needs to add a third party tracking pixel to a Site using Adobe Dynamic Tag Management (DTM). This pixel is NOT actually an image request. The pixel uses JavaScript to dynamically send data to the third party tracking vendor. The pixel's documentation states that it must be added to the pages <head> and executed before the <body> begins loading.

What type of rule should the developer use?

- A. A page load rule firing at "Top of Page" with sequential JavaScript
- B. A page load rule firing at "Top of Page" with non-sequential JavaScript
- C. A page load rule firing at "Onload" with sequential JavaScript
- D. A page load rule firing at "Onload" with non-sequential JavaScript

Answer: B

NO.6 An Adobe Analytics developer needs to track what ads users see during a visit to the site using Adobe Dynamic Tag Management (DTM):

Variable name: List1

When/where to set All pages when the ad appears on the page.

Business requirement: Track what ads the user sees in a visit

Variable Settings:

Name Ads

Delimiter: |

Expire after visit

Allocation: Full

The developer creates an event-based rule triggering on enters viewport which sets the ad name into a custom variable "ad name". Which task should the developer use to set list1 in the Adobe Analytics section of the rule?

- A. Put the following code in the rules Adobe Analytics Custom Page Code: s.list1= '%ad name%';
- B. Set %ad name% in each of the rules Adobe Analytics hierarchy 1 fields and set the Delimiter to |
- C. Put the following code in the rules Adobe Analytics Custom PageCode; s.list1 = _satellite.getVar('ad name');
- D. Set %ad name% in the rules Adobe Analytics list1 field and set the Delimiter to |

Answer: C