

Adobe Certified Expert (ACE) - Adobe Acrobat

1. What happens when an analyst checks the box "make this an Experience Cloud Audience in the Segment Builder.

A. Approves the segment for all Experience Cloud users

B. Automatically tags the segment as an Experience Cloud Segment"

C. Allows for usage of the Segment in Audience Manager and Target

D. Automatically shares the Segment with all adobe analytics users and user groups within the organization

Answer(s): C

2. A newly-identified bot needs to be filtered out from all reports in a report suite.
Which information from the bot can be used? (Choose two.)

A. User-agent

B. Query-string parameter

C. IP address

D. Country

E. ISP

Answer(s): B C

3. A stakeholder wants to learn how to create a custom data Range in the Analytics Workspace interface.

How should the business practitioner coach their stakeholder through this process?

A. Select a new metric within the left rail.

B. Create a new data range within the left rail.

C. Create new dimension within the left rail.

D. Select a time range using the calendar function embedded in each panel

Answer(s): C

4. The owner of an electronics store is doing a yearly review of the store's performance and notices that there was a decline in Average order value in the months of April.

Which three statements could be true? (Choose three.)

A. Revenue decreased as Orders decreased.

B. Revenue increased as Order remained constant.

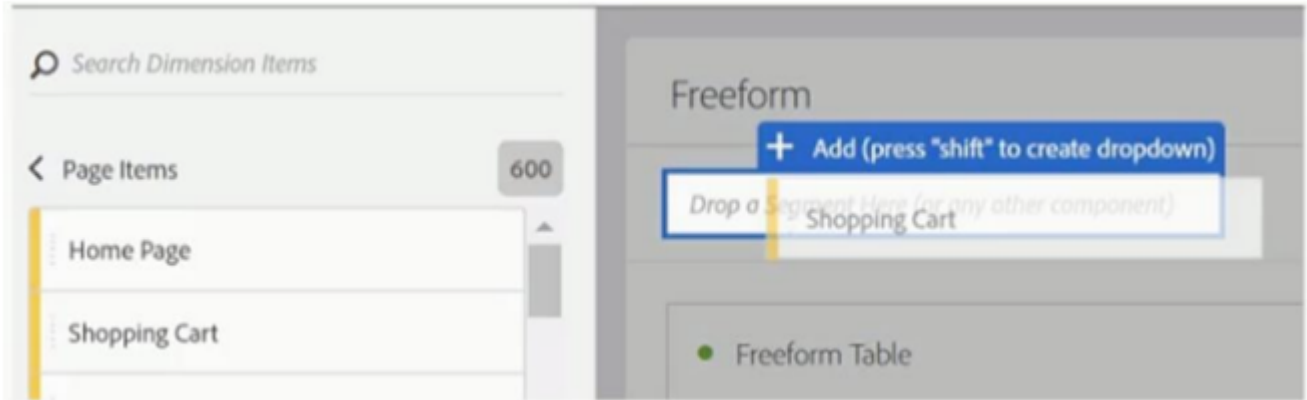
C. Revenue decreased as order remained constant.

D. Orders decreased as revenue remained constant.

E. Revenue increased as orders decreased

Answer(s): B C D

5. Refer to the exhibit:



What is the result if dragging and dropping a page name value item on the segment Drop Zone?

- A. A visit-based segment that includes entire visits in which the specific pages was viewed at least once
- B. A visitor-based segment that includes entire visitor from who saw the specific page at least once.
- C. A visit-based segment that included visit in which only the specific page was seen
- D. A hit-based segment that includes only the specific page

Answer(s): A

6. A client requests a donut chart of the top 10 cities. The analyst creates the following Freeform table.

The screenshot shows a Freeform table with the following data:

Rank	City (State, United States)	Visits	Percentage
1	San Jose (California, United States)	14,377	29.6%
2	Columbus (Ohio, United States)	3,567	7.3%
3	New York (New York, United States)	1,028	2.1%
4	Ashburn (Virginia, United States)	765	1.6%
5	Seattle (Washington, United States)	687	1.4%
6	Ft Huachuca (Arizona, United States)	667	1.4%
7	Washington (District of Columbia, United States)	657	1.4%
8	Redmond (Washington, United States)	655	1.3%
9	Livingston (New Jersey, United States)	595	1.2%
10	Atlanta (Georgia, United States)	541	1.1%

The following donut chart was already created, but only shows five cities and an "Other" bucket.



What is the correct way to show all 10 cities in the same donut visualization?

A. Open the visualization settings in the top right visualization menu, and set the item limit to 10.

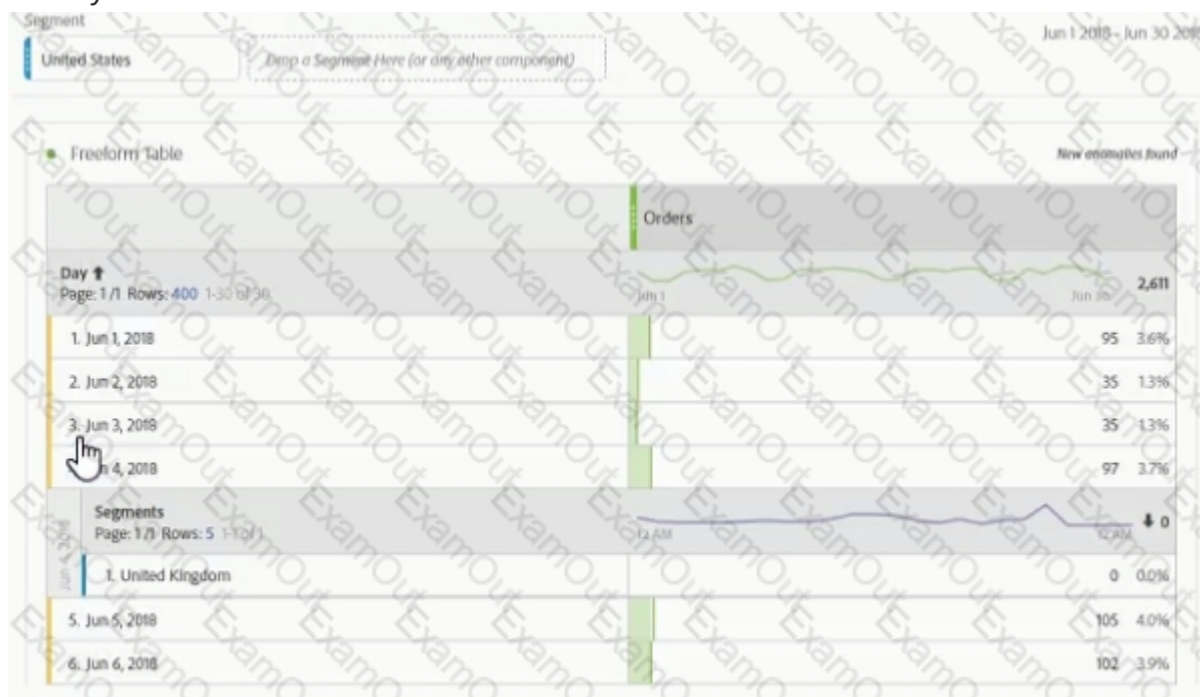
B. Right-click the visualization to set the item limit to 10.

C. Change the source freeform table to limit the amount of records.

D. Click on the "Other" bucket label to unhide the list of elements in this bucket.

Answer(s): A

7. Utilizing a segment identifying website traffic from the United States, an executive team member from a computer manufacture is viewing a report showing daily computer sales in the United States. In the component rail the executive sees a segment for "United Kingdom and drags it directly into the dataset to break down a specific dimension. Every attempt return zero activity.



Why would the dataset drop to zero?

A. Dimension cannot be segmented In Analytics Workspace.

B. Analytics Workspace cannot support more than one segment.

C. The segment was not visit-based

D. The segment are mutually exclusive

Answer(s): B

8. 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. Day of Week

B. Visit

C. Exits

D. Week

E. Page Views

F. Unique Visitors

Answer(s): B E F

9. Where can Calculated metrics be used?

A. Real Time reports

B. Fallout

C. Flow

D. Report builder

Answer(s): D

10. Anomaly detection alerts the analytics team to a spike in product view on a specific views on a specific item. User further investigation the discovers that a remarketing partner is sending illegitimate traffic to the website. Business partners are asking that the analyst team exclude the traffic from both future report and past reports.

How can this request be accomplished?

A. Create a processing rule to exclude the traffic.

B. Create a segment excluding the traffic.

C. Add offending IP addresses to bot rules to exclude the traffic.

D. Work with Adobe Engineer to create a VISTA rule to exclude the traffic

Answer(s): A

11. Refer to the exhibit.



Analyzing results from multinational e-commerce, a data analyst realize much of the product view results and orders are being mapped to an `unspecified" department name.

What is the probable cause?

A. Product View is not the proper metric for Product Department thus causing the appearance of Unspecified."

B. Product Department is a classification of product data. The products are not correctly updated or defined in classifications.

C. Depending on time of the day, the Adobe AI will take longer to process Numeric 2 classifications.

D. Not all products will have a defined name and department. The unspecified is an expected behavior.

Answer(s): A

12. An administrator wants to share a segment with all users in the organization. What are two best practices for sharing the segments with all users? (Choose two.)

A. Tagging the segment

B. Making and sharing a copy of the segment

C. Approving the segment

D. Sharing the segment with the Experience Cloud

E. Sharing the segment with all groups separately

Answer(s): B C

13. Per a solution design reference, the following variables are set when a social share occurs:

event5 Social Share

eVar7 Social Share Channel

prop7 Social Share Channel

In Adobe Analytics Reports, which report can be created?

A. Social Share per Visit by Social Share Channel

B. Top URLs shared

C. Top Products shared

D. Social Shares by Marketing Channel

Answer(s): A

14. A the analyst team has created an Analyst Workspace project featuring a Cohort Table and a Scatter Visualization. The executive team, which does not have Analytics access, has requested distribution of the report.

Which available file format should be used for distribution of the report?

A. PFF

B. PTT

C. CSV

D. XLSZ

Answer(s): C

15. Two single condition Segment 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: Contrives equals `United kingdom`

Which data subnet of the source report suite will be available when using this Virtual report Suite

A. All Visitor data for visits coming from a Social network AND from the United Kingdom

B. All Visitor data for visitor coming from a Social network OR from the united Kingdom

C. Visit data for visit coming from a Social network AND from the United Kingdom

D. Visit data for visits coming from a Social Network OR from the United Kingdom

Answer(s): A

16. How many touch point can be added to a Fallout Visualization?

A. 10

B. 8

C. Unlimited

D. 5

Answer(s): D

17. A company has been using Adobe Analyst for many years. Throughout this period, data needs have changed and some variables no longer make sense with historical records.

What is one possible solution for re-purposing a variable?

A. Create a new report Suite with new definition so that the previous data is overwritten.

B. Create a Data, and overwrite the old eVar data into data with new data.

C. Use a SAINT Classification to sort the old data into a new default.

D. Us the reset Conversion variables option to delete the previous data.

Answer(s): B

18. When configuring Marketing Channel processing Rules, which variable provides the web page location (full URL) your visitors were at before coming at your site?

A. Referrer

B. Referring parameter

C. Referring Domain and path

D. Referring Rule

Answer(s): C

19. An analyst has been given a list of dimension available to conduct an analysis on their hospital's site .

The Solution Design Reference (SDR) contains:

Event -Start Appointment Booking - Set on: Appointment Booking Start event2 - Booking Complete Set on Booking Complete eVar Doctor - Type Set on event evar2 - number of available Appointments - Set on event prop Appointment patting

Given the SDR which report can be generated?

A. Booking Completion Rate

B. Time to Book an Appointment

C. Length of appointments

D. Missed appointments

Answer(s): B

20. 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 sources

B. Data Connector

C. Classification Importer

D. Adobe fastETL

Answer(s): B
