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Exam : **9A0-412**

Title : Analytics Business Practitioner Exam

Vendor : Adobe

Version : DEMO

NO.1 An analyst need to evaluate the "greatest gifts" email campaign. The following variables are available in Adobe Analytics:

- s.campaign: Tracking Code (using the "cid" parameter) - 30-day expiration. Last Touch
- prop1: Full Page URL
- eVar1: Full Page URL - 30-day expiration. Last Touch
- Pages: Custom page name

When the campaign was launched, the landing page URL was as follows:

<http://www.geometrix.com/products/gifts/main.html?cmp=greatest%20gifts>

How can the analyst report on revenue from the "greatest gifts" campaign for the last 30 days?

- A.** Run the Tracking Code report with the campaign name "greatest gifts"
- B.** Create a visitor-based segment where eVar1 contains "greatest%20gifts" and trend revenue
- C.** Create a visitor-based segment where page name contains "greatest%20gifts" and trend revenue
- D.** Run the Marketing Channel report for the Email channel

Answer: D

NO.2 An analyst is building a dashboard in Microsoft Excel using Adobe Report Builder and needs to pull page views by day for mobile visits from natural engines. Segments have already been created in Adobe Analytics for the following:

- Visits from Natural Search Engines
- Visits from Mobile Devices

How should the analyst apply, segments to the Adobe Report Builder request for page views for mobile devices from natural search engines?

- A.** Pull an Adobe Report Builder request for both segments and take the difference of the results
- B.** Use segment stacking in Adobe Report Builder to combine the two segments above
- C.** Use a new segment that combines mobile and natural search visits
- D.** Pull an Adobe Report Builder request for both segments and add the results

Answer: B

NO.3 An analyst needs to provide a URL to the marketing team that can be used to track paid search campaign activity. The analytics implementation is to capture the value of the "cid" query parameter, and set that as the value of s.campaign.

Which URL can be used to measure the paid search campaign activity?

- A.** www.site.com/home.html?cid=paid_search-google
- B.** www.site.com/home.html&cid=paid_search-google
- C.** www.site.com/home.html?utm_cid=paid_search-google
- D.** www.site.com/home.html&utm_cid=paid_search-google

Answer: A

NO.4 Site conversions for men's watches have been increasing over the last month. Internal search terms are being captured in evar1. The analyst wants to capture the number of orders that are occurring in the same session in which visitors search for "Watches for Him" by creating a segment. The exhibit shows a segment that the analyst has configured.

How will orders be reported with this segment applied to the "Internal Search Terms" report?

- A.** The segment will return all orders where a search was conducted in the same visit

- B.** The segment will return no orders where a search was conducted in the same visit
- C.** The segment will return all orders for the "Watches for Him" search phrase conducted during same visit in which the order took place
- D.** The segment will return no orders for the "Watches for Him" search phrase conducted during same visit in which the order took place

Answer: C

NO.5 An analyst needs to create a report in which the user can drill down from the marketing channels of the Last Touch Marketing Report to the product then to the SKU (eVar1) report. The user should be able to access the report from their web browser at any time and change dates and metrics.

Which reporting option enables the user of the report to perform these tasks?

- A.** Adobe Workspace
- B.** Adobe Data Warehouse
- C.** Adobe Report Builder
- D.** Adobe Analytics AdHoc Analysis

Answer: D

NO.6 Exhibit:

Marketing Channel by Campaign Name		Unique Visitors		Revenue		Units		Revenue per	
Marketing Channel									
2.	Search		2,481		\$1,024,894.00		2,112		
1.	Summer Sale	1,258	7.4%	\$462,188.00	8.0%	1,067	10.0%		
2.	July	88	0.8%	\$58,067.00	1.1%	87	0.8%		
3.	Kol Hans	28	0.3%	\$48,888.00	0.8%	28	0.3%		
4.	Discount Offers	21	0.4%	\$48,233.00	0.8%	28	0.8%		
5.	Others	94	0.8%	\$44,508.00	0.8%	104	1.0%		
	Show all for Search...								
4.	Email Service		1,168		\$327,852.00		878		
1.	Order Updates	805	8.7%	\$428,094.00	7.7%	748	7.0%		
2.	Order - Credit Card Decline	33	0.2%	\$28,130.00	0.8%	30	0.3%		
3.	Order Has Been Shipped	33	0.2%	\$23,270.00	0.4%	28	0.2%		
4.	Shipping Status Day 1	28	0.2%	\$18,187.00	0.3%	44	0.4%		
5.	Thank You - Order Confirmation	22	0.1%	\$14,708.00	0.3%	13	0.1%		
	Show all for Email Service...								

Given the report provided in the exhibit, which search campaign has greater potential to increase revenue provided the ability to increase the number of unique visitors?

- A.** Summer Sales
- B.** Kol Hans
- C.** Show all for Search...
- D.** Order - Credit Card Decline

Answer: B