

# QUESTIONS & ANSWERS

Kill your exam at first Attempt



9A0-412 Dumps  
9A0-412 Braindumps  
9A0-412 Real Questions  
9A0-412 Practice Test  
9A0-412 dumps free



**Adobe**

# 9A0-412

*Adobe Analytics Business Practitioner*



<http://killexams.com/pass4sure/exam-detail/9A0-412>

Question:50

An analyst is running the standard "Pages" report and is applying these segments shown in the exhibit.

**Title**  
Internal Search Content

**Description**  
Includes the internal search event

**Tags**  
Add Tags

**Definitions**  
Show Visit

Internal Searches is greater than or equal to

When applying the above segment to the "Pages" report, the analyst sees the following top 5 pages:

1. home
2. cart
3. products:electronics
4. search:computers:1
5. search:televisions:1

What change should be made to remove the non-search result pages from the pages report?

- A. Run the "Pages" report with the internal search event in Workspace**
- B. Change the segment container from "Visit" to "Hit"**
- C. Run the "Pages" report with the internal search event in Reports**
- D. Change the segment container from "Visit" to "Visitor"**

Answer: B

Question: 51

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 "source" and "campaign\_name" query parameters exist**
- D. Hits where the "campaign\_name" query parameter starts with "aff"**

Answer: C

Question: 52

An analyst needs to share a Workspace with a select group of individuals that may change over time. Which process should the analyst follow?

- A. Add the Workspace to the user group from the Admin console**
- B. Share the Workspace with the user group from within the Workspace**
- C. Select the "Share" option and add each individual that needs to access the project from the Workspace**
- D. Select the "Share" option, create a new custom group for the set of users and share the project with that group from the Workspace**

Answer: A

Question: 53

An analyst creates a Workspace based on two separate segments:

- A) Product type = electronics
- B) Marketing channel = affiliate

As a follow-up analysis, the analyst wants to identify electronics sales from the affiliate channel over the past 90 days.

Which segment should the analyst create to fulfill these requirements?

- A. A new segment to include segment A OR B. Then within 90 days the orders event count is greater than "0".
- B. A new segment to include segment A AND B. Then within 90 days the orders event count is greater than "0". Product type = electronics
- C. A new segment to include segment A. Then within 90 days the orders event count is greater than "0".
- D. A new segment to include segment B. Then within 90 days the orders event count is greater than "0". Marketing channel = affiliate

Answer: B

Question: 54

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: A

Question: 55

In the image of the funnel shown in the exhibit, which statement is true if the revenue decreases by 50%?



- A. Average revenue per order increases
- B. Average orders per click-through decrease
- C. Average revenue per order decreases
- D. Average orders per click-through increase

Answer: C

Question: 56

An analyst needs to deliver a Workspace to the members of the executive team on a weekly schedule. The members of this executive group do NOT for Adobe Analytics or the Adobe Marketing Cloud.

How should the analyst schedule the weekly delivery of this Workspace to this executive group?

- A. Create an "Executive" publishing list and send to that group
- B. Add the executive's email address directly in the recipient's field and send
- C. Create a new "Executive" user group and send to that group
- D. Add the executive's email addresses to an existing user group and send

Answer: D

Question: 57

While running an Adobe Analytics eVar classification report, the analyst has identified that one of the classification values should not be in this report. In order to remove only this single classification value, what should the analyst do?

- A. Upload a new classification value of "~empty~" so that the above report value is deleted
- B. Upload a new classification with a blank value where the previous value existed

- C. Delete the classification value from the above report via the classification manager
- D. Delete the entire classification column from the classification manager

Answer: C

Question: 58

A marketing organization has ongoing marketing efforts across multiple channels. In the past, the organization utilized the following URL parameter their efforts:  
mpid: to identify the marketing agency partner  
afid: for affiliate ID campId: to track the campaign ID itrkid: for internal campaigns offerid: tracks the special offer ID

The marketing manager asks the analyst to provide an example URL that the team can replicate. What is valid landing page URL with appropriate values?

- A. domain.com/landing-page/&afID=value&CAMPid=value&itrkld=value&mpid=value&offerid=value
- B. domain.com/landing-page/?cid=123wes?afid=value&campid=value&itrkld=value&mpid=value&offerid=value
- C. domain.com/landing-page/mpid=value&afid=value&campid=value&itrkid=value&offerid=value
- D. domain.com/landing-page/mpid=value&afid=value&campid=value&itrkid=value&offerid=value

- A. Option A
- B. Option B
- C. Option C
- D. Option D

Answer: C

For More exams visit <https://killexams.com/vendors-exam-list>



*Kill your exam at First Attempt....Guaranteed!*