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Practice Questions

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Exam : **AD0-E610**

Title : Adobe Customer Journey
Analytics Developer
Professional

Version : DEMO

1.An ecommerce website allows users to update their shoe size preference. The shoe size is used to build segmentation grouped by three size ranges: 4-7; 7.5-11; 11.5+.

What is the correct component configuration to setup value bucketing to achieve this segmentation setup?

- A. Collect shoe size as a string value in the data set; change the component type to Metric; set and configure the Value Bucketing ranges.
- B. Collect shoe size as a double (numeric) value in the data set; set and configure the Value Bucketing ranges.
- C. Collect shoe size as a double (numeric) value in the data set; change the component type to Dimension; set and configure the Value Bucketing ranges.
- D. Collect shoe size as a string value in the data set; set and configure the Value Bucketing ranges.

Answer: C

2.An analyst works for an organization that sells cars and bicycles. When building product affinity analyses, the analyst notices that the most popular Product Type for bicycles is "4-Wheel Drive".

What was the analyst's mistake?

- A. The analyst set the dimension's Persistence to "All".
- B. The analyst did not set the Product Type dimension's binding dimension to Product Name.
- C. The analyst configured the dimension to persist for the Session.
- D. The analyst enabled "Exclude No Value" in the Product Type dimension

Answer: B

3.Under Customer Journey Analytics interface, a connection with desired datasets has already been established. Admin is in process of creating Data view to enable reporting.

Which setting in data view manager controls the type of report as "dimension" or "metric"?

- A. Component Type
- B. Dataset Type
- C. Schema data set type
- D. Format

Answer: A

4.Which labels are of special interest to Customer Journey Analytics not allowing the data fields to be added to the Data Views?

Select two.

- A. 89
- B. C8
- C. C12
- D. C2C4

Answer: BC

5.A CJA professional is looking to create a metric to track orders placed on a website. Orders can be tracked by Page Title containing 'confirmation'.

How should this metric be configured within the data view?

- A. Insert the Page Title schema field into 'Dimensions', set include/exclude values using 'Contains the

phrase'.

B. Insert the Confirmation schema field into 'Dimensions', do not set include/exclude values.

C. Insert the Confirmation schema field into 'Metrics', do not set include/exclude values.

D. Insert the Page Title schema field into 'Metrics', set include/exclude values using 'Contains the phrase'.

Answer: D