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Exam : **9A0-412**

Title : Adobe Analytics Business Practitioner

Version : DEMO

1.Please answer the question using the segment in the exhibit.

Which statement is true regarding the segment if “visit” was changed to “hit”?
A. The segment population will decrease
B. The segment population will increase
C. The number of product views will be less than two
D. The number of product views will be greater than two
Answer: D

2.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

3.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

4.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&itrkId=value&mpid=value&offerid=value
B. domain.com/landing-page/?cid=123wes?afid=value&campid=value&itrkId=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

5.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