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Exam : **AD0-E213**

Title : Adobe Analytics Developer Professional Exam

Version : DEMO

1.Which phase of the Adobe Analytics Implementation using tags in Adobe Experience Platform involves creating data elements and rules?
A. Create a tag property
B. Validate and publish to production
C. Gain access to tags
D. Deploy to a development environment
Answer: A

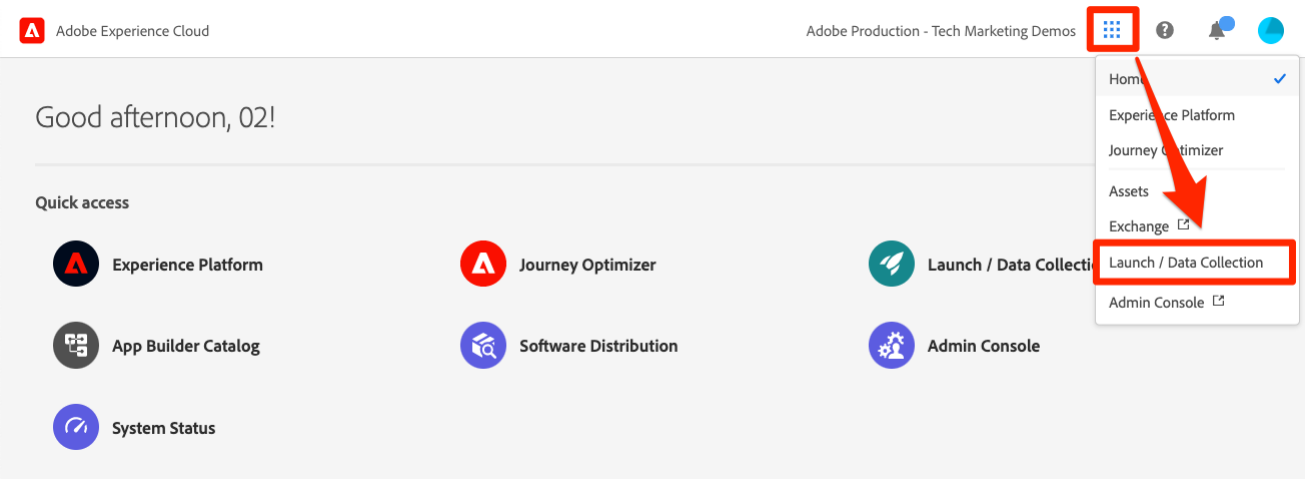
2.Create a tag property

In this lesson, you will create your first tag property.
A property is basically a container that you fill with extensions, rules, data elements, and libraries as you deploy tags to your site.

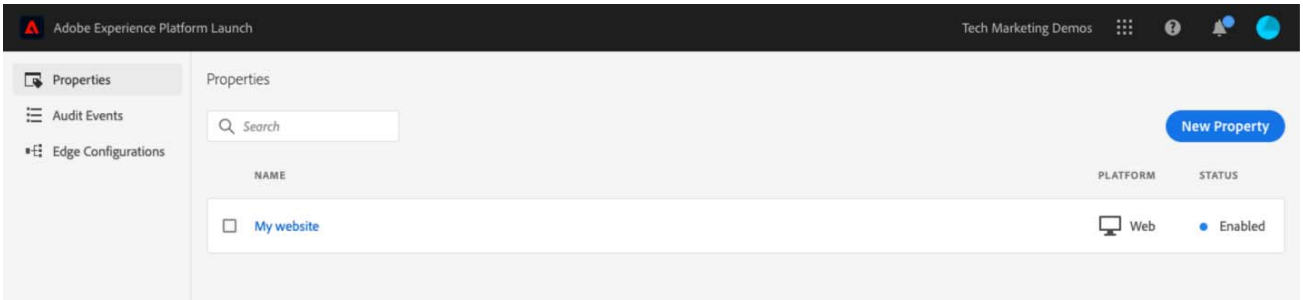
Prerequisites
In order to complete the next few lessons, you must have permission to Develop, Approve, Publish, Manage Extensions, and Manage Environments in tags. If you are unable to complete any of these steps because the user interface options are not available to you, reach out to your Experience Cloud Administrator to request access. For more information on tag user permissions, see the documentation.
NOTE
Adobe Experience Platform Launch is being integrated into Adobe Experience Platform as a suite of data collection technologies.
Several terminology changes have rolled out in the interface which you should be aware of while using this content:
- Platform Launch (Client Side) is now **tags**
- Platform Launch Server Side is now **event forwarding**
- Edge configurations are now **datastreams**

Learning Objectives
At the end of this lesson, you will be able to:
- Log into the Data Collection user interface
- Create a new tag property
- Configure a tag property

Go to the Data Collection interface
To get to Data Collection
1. Log into the Adobe Experience Cloud
2. Click the icon to open the app switcher
3. Select **Launch/Data Collection** from the menu



You should now see the Tags Properties screen (if no properties have ever been created in the account, this screen might be empty):

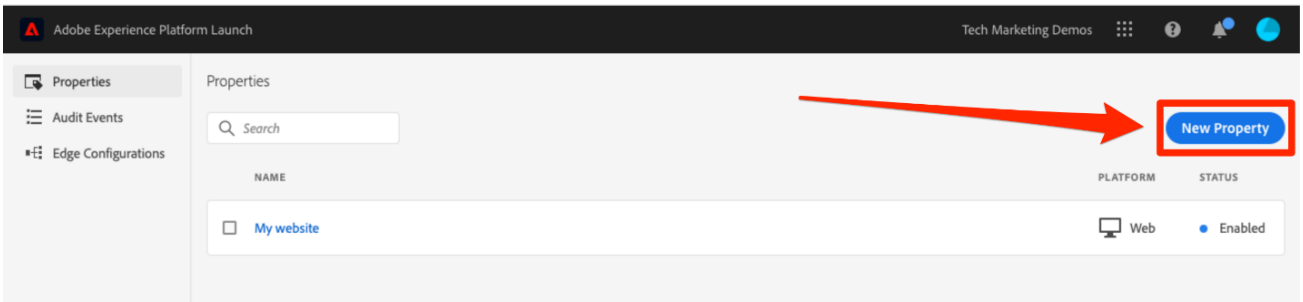


Create a Property

A property is basically a container that you fill with extensions, rules, data elements, and libraries as you deploy tags to your site. A property can be any grouping of one or more domains and subdomains. You can manage and track these assets similarly. For example, suppose that you have multiple websites based on one template, and you want to track the same assets on all of them. You can apply one property to multiple domains. For more information on creating properties, see [“Companies and Properties”] in the product documentation.

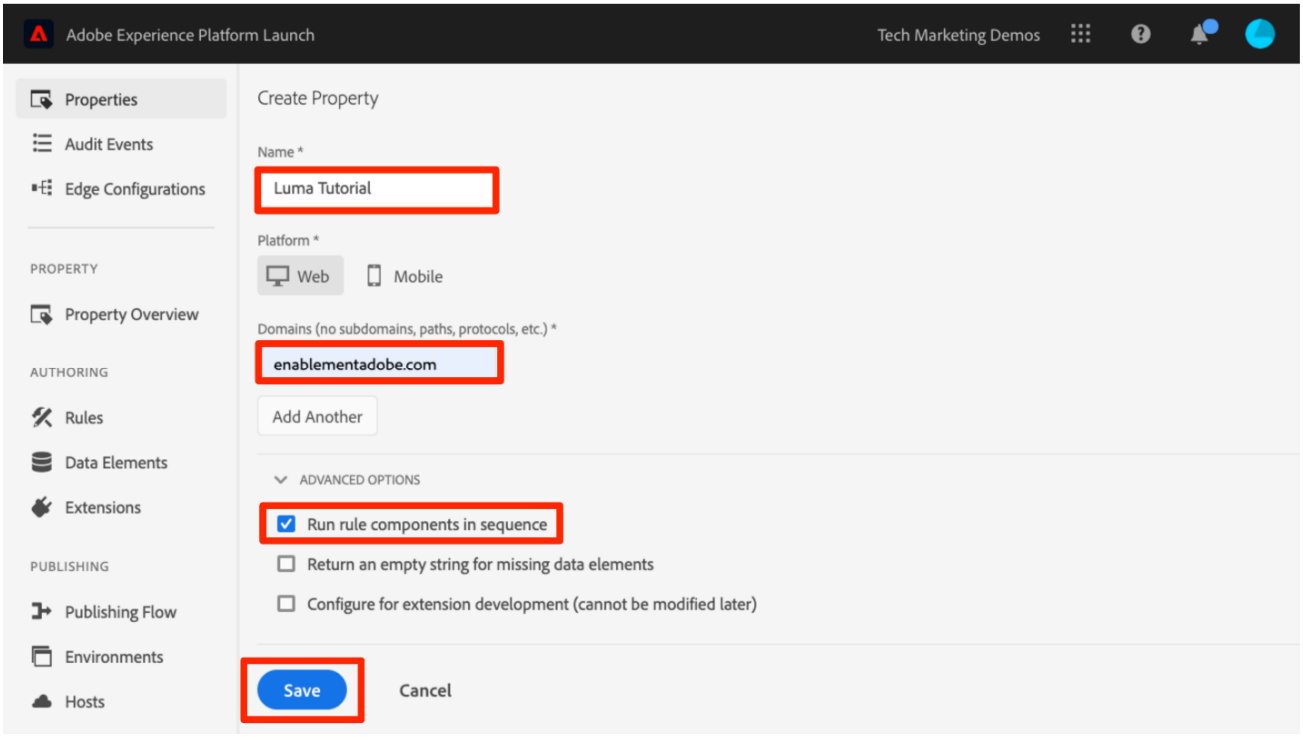
To Create a Property

1. Click the **New Property** button:

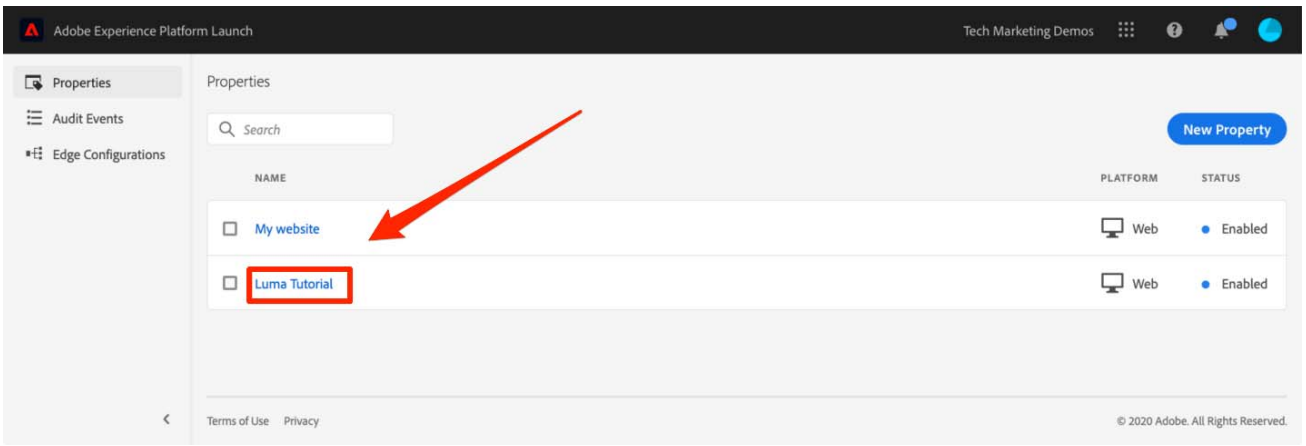


2. Name your property (e.g. Luma Tutorial or Luma Tutorial - Daniel)
3. As the domain, enter enablementadobe.com since this is the domain where the Luma demo site is hosted. Although the “Domain” field is required, the tag property will work on any domain where it’s

implemented. The main purpose of this field is to pre-populate menu options in the Rule builder.
4. Expand the **Advanced Options** section and check the box to **Run rule components in sequence**
5. Click the **Save** button



Your new property should display on the Properties page. Note that if you check the box next to the property name, options to **Configure** or **Delete** the property appear above the property list. Click on the name of your property (e.g. Luma Tutorial) to open the Overview screen.



Next “Add the Embed Code” >

Which feature of Adobe Experience Cloud enables developers to control the what, when, where, and how of all the analytics tags on the website?
A. Extensions
B. Rules
C. Data elements
Answer: B

3.Which web security method among the following supported Experience Cloud ID?
A. Same-origin policy (SOP)
B. Cross-site request forgery (CSRF)
C. Cross-Origin Resource Sharing (CORS)
Answer: B

4.What can launches be used for?
A. Creating a copy of source pages.
B. Taking certain actions on web pages.
C. Classifying content within a website.
Answer: C

5.Identify the function from below which is not performed by ID Service cookies?
a. Access or store personally identifiable information (PII) like your email address.
B. Persist this unique ID so the ID service can collect and share data with other Experience Cloud solutions.
C. Set and store a unique ID for your site visitors (the MID).
Answer: B