

Adobe

Exam 9A0-381

Analytics Business Practitioner

Version: Demo

[Total Questions: 10]

Question No : 1

Which option best describes a Bookmark report?

- A. Maintains a report's configurations; Selected metrics, filters, segments, graph type and date range will NOT change each time the bookmark is accessed.
- B. Captures a static snapshot of a configured report that can be shared via the Toolbar: More Actions > Link to This Report.
- C. Maintains a report's configurations; Selected metrics, filters, segments, graph type and breakdowns will NOT change each time the bookmark is accessed.
- D. Captures a static snapshot of a configured report that may be shared with other team members that have a login.

Answer: A

Question No : 2

How are Metric Gauges added to Dashboards?

- A. Bookmark a metric report and add it to a Dashboard
- B. Create a Target report and add it to a Dashboard
- C. Within Dashboard Layout, drag 'Metric Gauge' to a page
- D. Run a metric report and add it to a Dashboard

Answer: C

Question No : 3

Which options are available to set as the default-landing page?

- A. Site Overview or a Dashboard
- B. Site Overview
- C. Site Overview or a Bookmark
- D. Site Overview, a Bookmark or a Dashboard

Answer: A

Question No : 4

You want to access Content Consumption (Page Views/Visits) per Pages, Site Sections and Site Sub Sections. You have a separate custom traffic variable reserved for each of the reports. What is the best way to ensure that the Content Consumption calculated metric is available for all three reports?

- A. You only need to build it once and it will become available for all three reports
- B. Build that calculated metric three times, once in each report.
- C. That metric is only available for Pages so you will be unable to apply it to Site Sections or Sub Sections
- D. Choose the “copy” feature in the calculated metric builder to propagate the metric from one report to the other

Answer: A

Question No : 5

What are three ways in which a NON-admin user can share a dashboard with another user? (Choose three.)

- A. Email directly from the interface
- B. Deposit in a shared location so it can be pushed
- C. Deposit in a shared location so others can pull
- D. Download as a PDF document and attach in an email

Answer: A,B,C

Question No : 6

You have just created the Average Order Value (Revenue/Orders) calculated metric while in the Products report. In which report or reports will that metric now be available?

- A. Products and all Custom Traffic reports
- B. Only Products
- C. Products and all Path reports
- D. Products and all Custom Conversion reports

Answer: A

Question No : 7

Which is an accurate description of ranked versus trended reports?

- A.** Trended reports show a single metric against a maximum of five line items over time while Ranked reports show the highestperforming line items against one or more metrics.
- B.** Ranked reports are designed to report on the performance of a single metric against several dimension values plotted over time while Trended reports are designed to reveal the highest performing dimension values in terms of one or more metrics in aggregate.
- C.** Trended reports are designed to report on the performance of a multiple metrics against several dimension values in aggregate while Ranked reports are designed to reveal the highest performing dimension values in terms of a single metric plotted over time.
- D.** Ranked reports are designed to report on the performance of a multiple metrics against several dimension values in aggregate while Trended reports are designed to reveal the highest performingdimension values in terms of multiple metrics plotted over time.

Answer: B

Question No : 8

Which allows companies to define and track success actions that are unique to their sites?

- A.** Custom Traffic
- B.** Custom Conversion
- C.** Custom Events
- D.** Custom Reports

Answer: B

Question No : 9

You are adding the visits metric to the Pages report. What does the percentage of the total number represent after a filter has been applied?

- A. The percentage of times those line items have collectively received an instance compared to the total
- B. The total percent will always equal to 100 percent when you aggregate all line items.
- C. It depends on how things are set up in the Admin console
- D. The total value of the select metric divided by all pages that received an instance during that visit

Answer: D

Question No : 10

Which statement best describes the primary purpose of a report suite?

- A. It serves as a container for a full set of Reports & Analytics reports.
- B. It serves as a container into which metadata is uploaded via the SAINT tool.
- C. It serves as a container to create custom segments using the Segment Builder.
- D. It serves as a container for a full set of Reports & Analytics reports for only a single company domain.

Answer: D