



# Adobe

*AD0-E201  
Adobe Analytics Developer*

## Questions & Answers PDF

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### Question: 1

When collecting a query parameter (cid) to store in a prop, which syntax is correct?

- A. s.prop3 -s.Util,getQueryParam('cid');
- B. s.prop3 --s.Util,GetQueryParam('cid');
- C. s.prop3 --s.Util,getQuery,Parameter('cid');
- D. s.prop3 -s.ntil,getquery,Parameter('cid');

**Answer: A**

### Question: 2

You are working in Adobe Experience Platform Launch and making multiple updates to a library: What is the quickest way to see your results and test your changes?

- A. Save your changes using the Working Library function, and build library.
- B. Open the Local Testing tab, save your changes and build the library.
- C. Open the Quick publish tab, save your changes, and build the library.
- D. Open the Publishing tab, save your changes, and build the library.

**Answer: A**

### Question: 3

When testing, the Adobe Analytics beacon is not firing. There is a JavaScript error in the console that says "TypeError: Error is not a function". Which is the probable cause of the error?

- A. A variable called Error
- B. A function called TypeError
- C. A variable called Error
- D. A function called error

**Answer: B**

### Question: 4

Assuming that all data will be collected from an on-page data layer, when should a data layer property be updated and called by its data element so that the value is accurate for the link click?

- 
- A.. After the s,t() call before the s,t1() call
  - B. After both the s,yt() and s,t1() calls
  - C. Before any server calls are made
  - D. On DOM ready before window,onload()

**Answer: B**

### Question: 5

What are two characteristics of the s.campaign variable? (Choose two.)

- A. It is usually set using a query string parameter.
- B. It always expires after a visit.
- C. It is treated the same as an eVar when Adobe Analytics is processing data.
- D. Its Vales must always be classified using SAINT the are visible.
- E. It should only be used for tracking internal campaigns.

**Answer: A,D**



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