



ADOBE AD0-E608 STUDY

**ADOBE Customer Journey Analytics Business Practitioner
Professional Certification Questions & Answers**

Exam Summary – Syllabus –Questions

AD0-E608
Adobe Customer Journey Analytics Business Practitioner Professional
50 Questions Exam – 36 / 50 Cut Score – Duration of 100 minutes

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Know Your AD0-E608 Certification Well:

The AD0-E608 is best suitable for candidates who want to gain knowledge in the Adobe Customer Journey Analytics. Before you start your AD0-E608 preparation you may struggle to get all the crucial Customer Journey Analytics Business Practitioner Professional materials like AD0-E608 syllabus, sample questions, study guide.

But don't worry the AD0-E608 PDF is here to help you prepare in a stress free manner.

The PDF is a combination of all your queries like-

- What is in the AD0-E608 syllabus?
- How many questions are there in the AD0-E608 exam?
- Which Practice test would help me to pass the AD0-E608 exam at the first attempt?

Passing the AD0-E608 exam makes you Adobe Customer Journey Analytics Business Practitioner Professional. Having the Customer Journey Analytics Business Practitioner Professional certification opens multiple opportunities for you. You can grab a new job, get a higher salary or simply get recognition within your current organization.

Adobe AD0-E608 Customer Journey Analytics Business Practitioner Professional Certification Details:

Exam Name	Adobe Customer Journey Analytics Business Practitioner Professional
Exam Code	AD0-E608
Exam Price	\$125 (USD)
Duration	100 mins
Number of Questions	50
Passing Score	36 / 50
Books / Training	Adobe Experience Platform Foundations Adobe Customer Journey Analytics Foundations

	<u>Adobe Customer Journey Analytics Business Practitioner Professional Prep Guide</u>
Schedule Exam	<u>Adobe</u>
Sample Questions	<u>Adobe Customer Journey Analytics Business Practitioner Professional Sample Questions</u>
Practice Exam	<u>Adobe AD0-E608 Certification Practice Exam</u>

AD0-E608 Syllabus:

Topic	Details	Weights
Components	<ul style="list-style-type: none"> - Translate business questions into relevant components - Create a subset of data using appropriate components and filters - Build non-admin components to address business questions 	30%
Reporting	<ul style="list-style-type: none"> - Determine appropriate visualizations or tables to address business questions - Determine which data view to use based on data sources, identities, and date ranges - Determine how to use and apply date ranges 	32%
Distribution	<ul style="list-style-type: none"> - Schedule and share reports with key stakeholders - Curate fields available in a particular report or dashboard - Organize projects in a logical manner 	12%
Data Analysis	<ul style="list-style-type: none"> - Perform exploratory analysis and interpret results to provide insights - Evaluate audiences to share with other AEP tools - Choose correct components for analysis 	26%

Adobe AD0-E608 Sample Questions:

Question: 1

You are building a dashboard to answer the question of how someone's demographic information may relate to their web behavior. In particular, you want to learn how the Page Views Metric changes as people's education level changes.

To do so, you enable the persistence of the education level Dimension with a "Most Recent" Allocation Model and "Person Reporting Window" Expiration. Why would setting persistence be helpful?

- a) Persistence allows you to non-retroactively (applying to future events) relate the education level Dimension to the Page Views Metric past just the event it is initially set on
- b) Persistence allows you to filter down the education level Dimension so that only events with corresponding Page Views are seen in the dashboard
- c) Persistence allows you to retroactively relate the education level Dimension to the Page Views Metric past just the event it is initially set on
- d) Persistence allows you to override the education level Dimension with other demographic data

Answer: c

Question: 2

The call center of a company has seen a spike in recent call volume, and they have discovered the cause to be their website. The analytics team has been tasked with uncovering the reason for these calls using a Data View that combines call center data and website analytics data, and they want to know what part of the site is driving the call center volume up.

Which action would help answer that question?

- a) Create a freeform table showing Call Reason (as your dimension), Page Views (Time Decay | 15 minutes attribution Lookback window: Session) as your metric.
- b) Create a freeform table showing Page Name (as your dimension), Calls (Time Decay | 15 minutes attribution Lookback window: Session) as your metric.
- c) Create a freeform table showing Call Reason (as your dimension), Calls (Time Decay | 15 minutes attribution Lookback window: Session) as your metric.
- d) Create a freeform table showing Calls (as your dimension), Call Reason (as your metric).

Answer: b

Question: 3

The marketing team of an insurance business wants to review their weekly performance every Monday. They need a workspace project with data for past week from Monday to Sunday for reporting.

As a CJA Business Practitioner, how will you create a custom calendar date range to address this requirement, considering the week starts from Sunday as per default data view calendar settings?

- a) In the calendar control check 'Use rolling dates' option and choose Start as 'Start of current week' plus 1 day and End as 'Start of current week' plus 8 days
- b) In the calendar control check 'Use rolling dates' option and choose Start as 'Start of current week' minus 6 days and End as 'Start of current week' plus 1 day
- c) In the calendar control select 'Last 7 days' from the Preset dropdown and then uncheck 'Use rolling dates' option with rolling weekly value
- d) Select a custom range and manually adjust the start and end dates every week

Answer: b

Question: 4

A marketer for a retail company sets the attribution model for a dimension to "First Touch." Why would a "First Touch" attribution model be used?

- a) To understand effective touchpoints for conversion
- b) To understand effective touchpoints for brand awareness
- c) To understand effective touchpoints for content velocity
- d) To understand effective touchpoints for customer retention

Answer: b

Question: 5

At Company A, you are directed to reorganize projects and use subfolders to further group associated Workspaces. What is the maximum number of subfolder levels in a single folder within Customer Journey Analytics Projects folder management system?

- a) 10 subfolders
- b) 5 subfolders
- c) 50 subfolders
- d) 100 subfolders

Answer: a

Question: 6

Which is the correct date range to show data from last Friday through this Saturday assuming Sunday is the first day of the week?

- a) Start: Start of current week minus 2 days
- a) End: Start of current week plus 6 days
- b) Start: Start of current week minus 2 days
- c) End: Start of current week minus 1 day
- d) Start: Start of current week minus 3 days
- e) End: End of current week
- e) Start: Start of current week minus 5 days
- f) End: Start of current week plus 2 days

Answer: a**Question: 7**

What does it mean when a filter is present in a calculated metric but is absent from the filters in the left rail?

- a) The filter was created as “Adhoc”
- b) The filter is already in use
- c) The filter requires admin access
- d) The filter has been archived

Answer: a**Question: 8**

You have been asked to build a project showing website KPIs for your client, a large retail pet supply company. Which metrics should be included as Key Performance Indicators for online retailers?

- a) Clickthrough Rate, Form Submissions, Ad Impressions
- b) Email Sends, Video Views, Bounce Rate
- c) Bounce Rate, Page Velocity, Time on Site
- d) Orders, Revenue, Cart Additions

Answer: d

Question: 9

Which feature in CJA allows you to view information about a component, including its description, similar components, and other components it is frequently used with?

- a) Annotations
- b) Cross Channel Analytics
- c) Data Dictionary
- d) Workspace Overview

Answer: c**Question: 10**

In order to perform a non-time based calculated Cohort Analysis report, which Cohort inclusion setting criteria should you select?

- a) Rolling Calculation
- b) Conversion Metric Cohort
- c) Latency Table
- d) Custom Dimension Cohort

Answer: d

Study Guide to Crack Adobe Customer Journey Analytics Business Practitioner Professional AD0-E608 Exam:

- Getting details of the AD0-E608 syllabus, is the first step of a study plan. This pdf is going to be of ultimate help. Completion of the syllabus is must to pass the AD0-E608 exam.
- Making a schedule is vital. A structured method of preparation leads to success. A candidate must plan his schedule and follow it rigorously to attain success.
- Joining the Adobe provided training for AD0-E608 exam could be of much help. If there is specific training for the exam, you can discover it from the link above.
- Read from the AD0-E608 sample questions to gain your idea about the actual exam questions. In this PDF useful sample questions are provided to make your exam preparation easy.

- Practicing on AD0-E608 practice tests is must. Continuous practice will make you an expert in all syllabus areas.

Reliable Online Practice Test for AD0-E608 Certification

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