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Exam : **AD0-E213**

Title : Adobe Analytics Developer
Professional

Vendor : Adobe

Version : DEMO

NO.1 What type of launches can authors use to avoid repetitive work in various places of their websites?

- A. Root branch launches
- B. Nested launches
- C. Inherited launches

Answer: B

Explanation:

Authors can use nested launches to avoid repetitive work in various places of their websites. A nested launch is a launch that is created inside of another launch, and can be used to share common settings between multiple launches. For example, if an author needs to use the same set of rules in multiple places of their website, they can create a single launch with those rules, and then nest it inside of other launches that need to use those rules. This is an efficient way of avoiding having to repeat the same work in multiple places.

NO.2 An analyst intended to prevent the next tracking call from being sent to Adobe; however, after reviewing the reports, she found that the tracking call was still sent to Adobe. Which code should the analyst have added to the doPlugins() function?

- A. s.track = false;
- B. s.abort = true;
- C. s.abort = false;
- D. s.track = true;

Answer: B

Explanation:

This code should be added to the doPlugins() function in order to prevent the tracking call from being sent to Adobe. Specifically, setting s.abort to true will stop the tracking call from being sent, while setting it to false will allow the tracking call to be sent. This is described in the Adobe Analytics documentation (<https://docs.adobetags.com/analytics/implementation/general/variables/abort/>).

NO.3 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. Set and store a unique ID for your site visitors (the MID).
- C. Persist this unique ID so the ID service can collect and share data with other Experience Cloud solutions.

Answer: A

Explanation:

Access or store personally identifiable information (PII) like your email address. ID Service cookies are used to set and store a unique ID for your site visitors (the MID). This unique ID is used to track user activity on the website and to allow the ID service to collect and share data with other Experience Cloud solutions. However, ID Service cookies do not access or store any personally identifiable information (PII) like your email address.

NO.4 A developer wants to use extensions to add core functionality to tags. What is the first step to add a new extension?

- A. Mouse over an extension to configure it.

B. From a property's overview page, open the Extensions tab.

C. Select an extension from the extensions catalog.

Answer: C

Explanation:

The first step to add a new extension is to select an extension from the extensions catalog. To do this, from a property's overview page, open the Extensions tab and select an extension from the list. You can then mouse over an extension to configure it.

NO.5 What is correct order when building a rule in launch by Adobe? Select a correct answer.

A. Event, exceptions, actions, conditions

B. Event, conditions, exceptions, actions

C. Conditions, exceptions, actions. Event

Answer: B

Explanation:

When building a rule in Launch by Adobe, the correct order to follow is Event, conditions, exceptions, and then actions. This order ensures that the conditions and exceptions will be evaluated before any of the actions in the rule are triggered. This is referenced in the Adobe Analytics Developer Professional study guide section on the Tag Management System.