**ADOBE ANALYTICS Q & A**

**Q. What is Adobe Analytics?**

This tool is a company’s right hand man as it offers businesses a new way of analysing data collected. All data pulled from marketing sources can be used in reports and charts giving an inside and detailed look. Adobe Analytics gives companies real solutions to improve production and lead them in the right direction to drive success and meet conversion objectives.

**Q**.**What Is The Best Way To De-duplicate Sitecatalyst Metrics?**

**Ans**: Serialization is the best way to de-duplicate SiteCatalyst metrics.

**Q. Where Can You Go To Share A Previously Created Bookmark With Other Users?**

**Ans**: Favorites > Bookmarks > Manage Bookmarks.

**Q. What is the max size of the s.channel (site sections) variable?**

**Ans**: 100 bytes

**Q. What is maximum number of report suites that a company can use?**

**Ans:**No limit.

**Q. How to use s\_account?**

**Ans:**s\_account is use when setting the report suite.

**Q. Which Is Not An Allowed Allocation Setting For Conversion Variables?**

**Ans:**

Decaying is not an allowed allocation setting for conversion variables.

**Q. How Will Commas In My Product Name Interfere With My Data?**

**Ans :**

They cause everything after the comma to be treated as a separate category/product/units/revenue entry in s.products.

**Q. What Does The Acronym ‘saint’ Stand For?**

**Ans:**SiteCatalyst Attribute Importing and Naming Tool.

**Q. Which Sitecatalyst Features Allows You To Visually Show Website Performance And Track Progress Against Set Goals?**

**Ans :**Targets features allows you to visually show website performance and track progress against set goals.

**Q. What is Adobe DTM used for?**

**Ans**: Dynamic Tag Management (DTM) lets you manage your Adobe Experience Cloud solutions and other tags across all of your sites, regardless of your number of domains.

**Q. What is eVar and prop?**  
Ans: Prop,eVar,events are Custom variables that Adobe Analytics provides, in order to perform an effective tracking. eVars — These are conversion variables, used to store success events in to SiteCatalyst.

**Q. What is pathing?**  
**Ans :**Pathing is defined as the path that users take through your site.

For example, a visitor went to page A, then page B, then page C. Pathing is one of the very powerful features of Analytics. The tremendous insight it brings is critical to businesses looking to understand visitor traffic patterns.

Out-of-the-box Analytics provides pathing at the page level. The basic idea behind pathing is you are shown the order of pages that users saw during their visits. This data is presented in several different reports that format the data in different ways, depending on what you are trying to see.

Note : To enable pathing, go to Admin > Report Suites > Edit Settings > Traffic > Traffic Variables . To enable pathing on the Site Section and Server reports, contact Customer Care.

**Q. Explain segment comparison?**

**Ans :**The Segment comparison panel is a tool part of Segment IQ that discovers the most statistically significant differences among an unlimited number of segments. The feature iterates through an automated analysis of all dimensions and metrics that you have access to.

**Q. What is the available number of custom eVars in each report suite?**

**Ans:**The available number of custom eVars is 75.

**Q. Where will you set the S\_objectid Variable for improved tracking of Click Map?**

**Ans:**In order to enable improved tracking of Click Map, the S\_objectid Variable needs to be set in the event handler – onClick.

**Q**. **What Is The Difference Between Product And Conversion Syntax For Merchandising Variables?**

**Answer** :

Product Syntax is set in the s.products variable, while Conversion Syntax is not.

**Q. What Is The Difference Between Participation And Allocation?**

**Answer :**

Participation assigns full credit and allocation assigns partial credit.

**Q. What Is A List Prop?**

**Answer :**

A variable in which you can pass multiple values in a delimited list so each value gets credit for that page view.

**Q. What according to you is the main function of eVar?**

**Ans**: Evar is used to look at conversion events with respect to data dimensions.

**Q. What are Conversion Metrics?**

Conversion metrics measure the number of clients that performed in a predicted manner. This will show which customers acted as anticipated showing which marketing strategies work and which don’t.

**Q. How to Use S\_account?**

When using report suites, the s\_account determines where data will be kept and reported. It is important to note that both Admin Console and report suite should be labeled with the same ID.

**Q. Which Is Not an Allowed Allocation Setting for Conversion Variables?**

For allocation settings, many allocations can be used to filter through loads of data, however, historical data is not available.

**Q. What type of SiteCatalyst Variable/report Would You Use if You Want to See Pathing Behavior?**

This is a report with a lot of potential. Using sProps for traffic variables you can see how viewers are interacting with pages

### 1. What according to you is the main function of eVar?

Evar is used to look at conversion events with respect to data dimensions.

### 2. Are you aware of the maximum size of Site Sections (S.channel) variable?

The maximum size is 100 bytes.

### 3. What happens if the S\_account contains unexpected values, is not declared, or empty?

In that scenario, data won’t be collected.

### 4. What is the maximum limit of report suites companies can use?

There are no limits.

### 5. Can you explain when S\_account is used?

The s\_account is deployed while setting report suites.

### 6. Do you have an idea about the utility of Saint API?

Saint APIs are used to import metadata. It is also used to group and describe reporting values.

### 7. Multi-suite Tagging is used in Adobe Analytics. Can you explain what it is?

When SiteCatalyst data is sent over to multiple report suites, it is known as Multi-suite tagging.

### 8. How will you compare date ranges?

With the help of "Compare Dates" found in the calendar module.

### 9. What kind of report or SiteCatalyst variable is used to view Pathing Behavior?

We will have to use sProps (traffic variables).

### 10. Do you know what 'SAINT' stands for?

The full form for 'SAINT' is - SiteCatalyst Attribute Importing and Naming Tool.

### 11.  Are you aware of the SiteCatalyst feature that visually shows a website’s performance while tracking its progress against a predefined set of goals?

The ‘Targets’ feature in Adobe Analytics visually shows a website’s performance and allows tracking of its progress against a predefined set of goals.

### 12. Any idea about the setting "expire After" with respect to eVars (conversion variables) that are newly enabled?

In case of eVars (conversion variables) that are newly enabled, the default setting for "Expire After" is ‘Visit’.

### 13. What is the available number of custom eVars in each report suite?

The available number of custom eVars is 75.

### 14. Where will you set the S\_objectid Variable for improved tracking of Click Map?

In order to enable improved tracking of Click Map, the S\_objectid Variable needs to be set in the event handler - onClick.

### 15. What will you use to break the sprops (traffic variables) down using one against the other?

We will have to use Correlations.

**For more**

Refer - <https://www.interviewgig.com/adobe-analytics-interview-questions-and-answers/>

Refer - <https://www.codeusingjava.com/interview/adobe>

Refer - <https://www.testgorilla.com/blog/data-analyst-interviewquestions/?utm_term=&utm_campaign=Campaign+%7C+Dynamic+%7C+IN+%26+PK&utm_source=google&utm_medium=cpc&hsa_acc=4932434860&hsa_cam=13796886697&hsa_grp=128153431327&hsa_ad=531855132414&hsa_src=g&hsa_tgt=dsa-19959388920&hsa_kw=&hsa_mt=&hsa_net=adwords&hsa_ver=3&gclid=CjwKCAjwivemBhBhEiwAJxNWN0ZH8edNcsccnNcfcNYb7hehHTyXXOr6VksyOmAQdnvqHjjYbobi7xoCLwQQAvD_BwE>