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QUESTION 1
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

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 2
You are using a filter to eliminate a select group of line items. What does the metric total number represent?

A. The total including the line items that are not filtered.

B. The site total for the selected metric

C. The percentage of the filtered line items compared against the Report Suite total

D. The total of the line items filtered

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Reference: https://marketing.adobe.com/developer/documentation/sitecatalyst-reporting/r-metrics-1

QUESTION 3
Which statement summarizes the reporting possibilities for subrelations?

A. You can drill down multiple levels deep and choose up to 10 metrics for display

B. You can drill down only one level deep and choose up to 10 metrics for display

C. You can drill down only one level deep and only get to choose one metric

D. You can drill down multiple levels deep but you only get to use the Instances metric

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 4
What are the maximum number of items that can be displayed in a Trended graph?

A. 1

B. 5

C. 10

D. 30

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
Reference: https://www.linkedin.com/pulse/adobe-analytics-beginners-post-4-report-types-swati-ramanujam

QUESTION 5
Which statement about Classification reports is NOT true?

A. Classified reports are used to provide friendly names to key values

B. Classified reports can be applied to every variable

C. Classified reports are controlled by an admin

D. Classified reports are used to group key values to higher level categories

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 6
You are building a segment based only on Events in the Segment Canvas. Which two containers can you use? (Choose two.)

A. Events
B. Visitors
C. Visits
D. Hits

Correct Answer: AC
Section: (none)
Explanation

Explanation/Reference:

QUESTION 7
A visitor demonstrates the following behavior in terms of time spent:

What is the average time spent on page A?

A. 12.5 minutes
B. 25 minutes
C. 20 minutes

D. 15 minutes

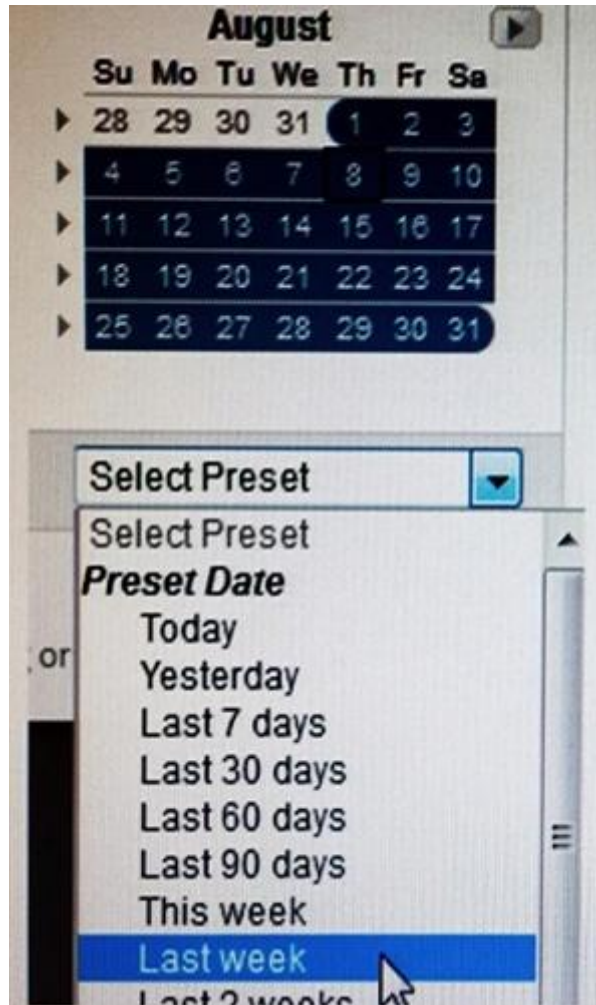**Correct Answer:** D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 8
Click the Exhibit tab to see the exhibit.

It is August 8 and you run a report for Last week. Which days will be included in the report?

A. July 29 through August 2
B. August 2 through August 8
C. July 28 through August 3
D. August 1 through August 7

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 9
Click the Exhibit button to see the exhibit.

Visit Number Report ⊕
JJ Esquire Training 20
May 2013

Visit Number	Instances		Registrations		Product Views (Custom)	
1. 3rd Visit	4,999	20.1%	286	18.5%	2,620	19.5%
2. 2nd Visit	4,522	18.2%	277	18.0%	2,488	18.5%
3. 4th Visit	4,281	17.2%	251	16.3%	2,328	17.3%
4. 5th Visit	2,954	11.9%	195	12.6%	1,685	12.5%
5. 1st Visit	2,706	10.9%	175	11.3%	1,411	10.5%
6. 6th Visit	1,693	6.8%	111	7.2%	916	6.8%
7. 7th Visit	862	3.5%	56	3.6%	484	3.6%
8. 8th Visit	371	1.5%	15	1.0%	177	1.3%
9. 9th Visit	195	0.8%	12	0.8%	105	0.8%
10. 32nd Visit	136	0.5%	6	0.4%	72	0.5%
Total	24,894		1,542		13,437	

Which report interpretation is inconclusive?

A. Most visitors purchase products on their 3rd visit to the site.

B. 11.3 % of total registrations are completed on visitors' 1st visit to the site.

C. Most registrations are completed during visitors' 3rd visit to the site.

D. Most visitors wait until their 3rd visit to the site to convert.

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 10
How many unique line items are accessible in a ranked report every calendar month?

A. 50,000
B. 100,000
C. 250,000
D. 500,000

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Reference: https://marketing.adobe.com/resources/help/en_US/sc/user/analytics_reports_user.pdf (page 20)

QUESTION 11
Which CANNOT be done with Data Extract?

A. Formatting of report output prior to incorporation into an Excel worksheet
B. To pull items out of the Low Traffic bucket
C. Switching the X and Y axis of a report prior to data export
D. Exporting more than fifty thousand rows of data

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
Reference: https://marketing.adobe.com/resources/help/en_US/sc/user/data_extract.html

QUESTION 12
Which best describes benefits of a multi-suite tagged report suite that a roll-up suite cannot provide?

A. De-duplicated unique visitor counts, cross-website pathing, and real-time processing.
B. Duplicated unique visitor counts, cross-website pathing, and real time processing.

C. De-duplicated unique visitor counts and cross-website pathing with no incremental cost.

D. Duplicated unique visitor counts, cross-website pathing with no incremental cost.

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 13
Which best describes what multi-suite tagging enables?

A. The ability to maintain multiple report suites within a single company.

B. The ability to review individual and aggregate data sets in your company.

C. The ability to maintain several s.code.js files for multiple company domains in a single file

D. The ability to separate out development test data from business production data in your company report suites.

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Reference: https://blogs.adobe.com/digitalmarketing/analytics/multi-suite-tagging-inside-omniture-sitecatalyst/

QUESTION 14
You are changing the currency in the report settings for a report suite called 'A'. What does the translation rate represent in the reports?

A. The translation rate represents the selected currency compared to your Global Report Suite currency at the time the currency value was collected.

B. The translation rate represents the selected currency compared to your Report Suite currency for the current exchange rate.

C. The translation rate represents the selected currency compared to your Report Suite currency at the time the currency value was collected.

D. The translation rate represents an accurate translation of the selected currency compared to your Report Suite currency for the month you are currently in when running the report.

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 15
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

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Reference: https://marketing.adobe.com/resources/help/en_US/sc/user/t_dashboard_content.html

QUESTION 16
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 maybe shared with other team members that have a login.

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 17
Which dimension and metric is used to count the number of times search terms were used to access a site?

A. Search Keywords report displayed with Searches metric
B. Internal Search terms displayed with the Instances metric

C. Search Keywords report displayed with Visits metric

D. Internal Search terms displayed with the Visits metric

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 18
A visitor exhibits the following behavior:
Visit 1: Page A>Page B> Page C>Session end Visit 2: Page B>Page A> Page A>Session end
Visit 3: Page A>Page D> Page A>Session end
Based on the behavior above what are the respective Page View, Visit and Unique Visitor counts for Page A?

A. 4,3,1

B. 5,3,1

C. 5,3,3

D. 4,3,3

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 19
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

Correct Answer: A
Section: (none)