

QUESTIONS & ANSWERS

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Adobe

9A0-411

Adobe Analytics Developer ACE

<https://killexams.com/pass4sure/exam-detail/9A0-411>



QUESTION: 56

An Adobe Analytics developer needs to measure each step of a single-page application using Adobe Dynamic Tag Management (DTM). The developer needs to set page new at each step, along with the value from the visible URL. At every step in the single-page application, the page does not reload, but the visible URL changes. the developer creates a Page load rule that is set to fire at "On Load" and sets a Page Name with the URL. When viewing reporting for the single-page application, the number of page views seem low. Only one URL appears in the page name report. How should the developer fix this problem?

- A. Change the Page Load rule to a Direct Call rule with the condition Event Type of "pushState".
- B. Use an event-based rule in DTM with the condition Event Type of 'urlChange'.
- C. Set a Direct Call Rule that fire at each step with a setVar for the page name value.
- D. Change the condition of the Page load rule to "DOM Ready".

Answer: C

QUESTION: 57

A 'global' page load rule is set to load on all site pages EXCEPT the search results page, which will return results to the page via ajax instead of the standard page load. Which two actions should be taken so that the ajax search results can be correctly tracked as a page view? (Choose two.)

- A. Create a condition within the global page load rule so the rule will NOT fire on the search results page
- B. Create a function using setTimeout that will call a page view direct all rule alter waiting a few milliseconds so ajax can return
- C. Create a direct call rule that will set the appropriate page load variables on the search results page only
- D. Set the global page load rule to trigger at top of page so it will wait for ajax to return

Answer: A, C

QUESTION: 58

An Adobe Analytics Developer needs to Add the "Marketing Cloud ID Service" tool to a DTM property. The 'Marketing Cloud Organization ID' is NOT pre-populated. The

developer needs to contact Client Care to get the ID. What is causing this issue?

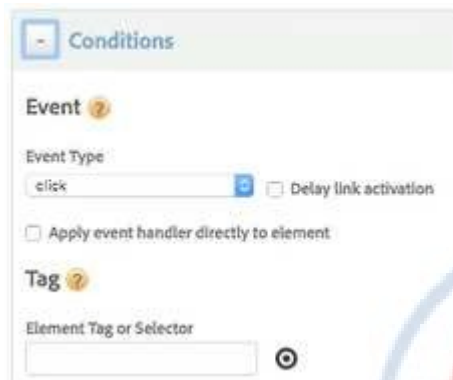
- A. The developer does not have admin access to either the DTM property or Adobe Analytics
- B. The company needs to provide an SSL certificate to Adobe.
- C. The company needs to be configured for RDC.
- D. The company needs to be provisioned for the Marketing Cloud ID service.

Answer: B

QUESTION: 59

A developer needs an event-based Adobe Dynamic Tag Management (DTM) rule so that a custom event can be triggered when either of the hyperlinks below is clicked:

```
<a class="account" title="Manage account"
href=https://account.somesiteurl.com?login=yes' data-trackme;" true">Manage
account </a><a class="account" title="another link"
href=https://account.somesiteurl.com' data-trackme="true">another
link</a>
```



What 'Element Tag or Selector' should be applied as the condition to this DTM event-based rule to fire a beacon rule when either link is clicked?

- A. a[trackme='true']
- B. a:data('trackme')
- C. a.attr('data-trackme')
- D. a[data-trackme='true']

Answer: A

QUESTION: 60

In the screenshot below, the DTM library returns a get error in the console on the page.

Name Path	Status Text	Domain
 ssoSiteLib-268706e13ac379cbe8ae49e60142a4417304ba77.js assets.adobe.com/v5da162e90488bcaa71c41ae1736a44b3b435f84	404 Not Found	assets.adobe.com

In a new DTM property, what is the likely cause of this error on the embedded page?

- A. The DTM property has not been published.
- B. Unsupported DTM functions have been used within custom code.
- C. Sequential JavaScript has been used in a third party tag instead of the required Non-Sequential JavaScript.
- D. A tool needs to be added to the DTM properly.

Answer: D

QUESTION: 61

Video measurement reports in Adobe Analytics are not being populated. The developer confirms that Video Reporting has been enabled in the Adobe Analytics Console. What might be causing this issue?

- A. The Adobe Analytics Media Module has not been added to appMeasurement.
- B. s.videoMeasurement has not been set to "true" in appMeasurement.
- C. The Adobe Analytics videoMeasurement plug-in has not been added to appMeasurement.
- D. s.video.Track is set to "false" in appMeasurement.

Answer: C

QUESTION: 62

What is a common use case for the History tab within a Dynamic Tag Management (DTM) property?

- A. To review who approved rules within the property
- B. To review activity by user account within DTM
- C. To review when tools were activated within DTM
- D. To review which rules were published within DTM

Answer: B

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