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Q&A

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Exam : **AD0-E608**

Title : Adobe Customer Journey Analytics Business Practitioner Professional

Version : DEMO

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

2.Your manager wants to review a report on website traffic and purchase conversion rates. After creating the report, you realize the purchase conversion metric is not visible. Upon investigation, you find that the metric was not included in the data view configuration.
What should you do next?
A. Add the purchase conversion metric to the data view and refresh the report.
B. Reprocess all web traffic data.
C. Use the calculated metrics feature to estimate purchase conversions.
D. Enable real-time data synchronization.
Answer: A

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

4.Which actions should be performed before generating a trend analysis report in Adobe CJA? (Select two.)
A. Apply a Date Range Filter
B. Enable Real-Time Data Sync
C. Define Metrics and Dimensions
D. Create Data Export Rules

Answer: AC

5.Which visualization do you choose to visualize and analyze exact customer paths?
A. Cohort table
B. Flow
C. Treemap
D. Scatterplot
Answer: B