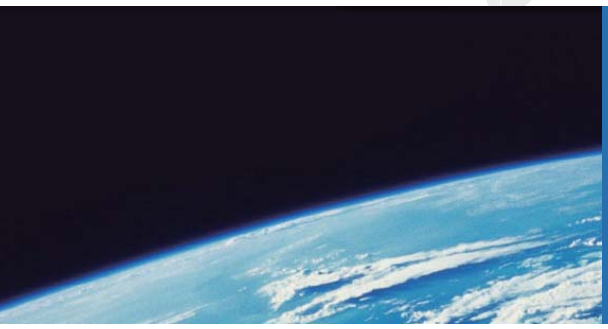
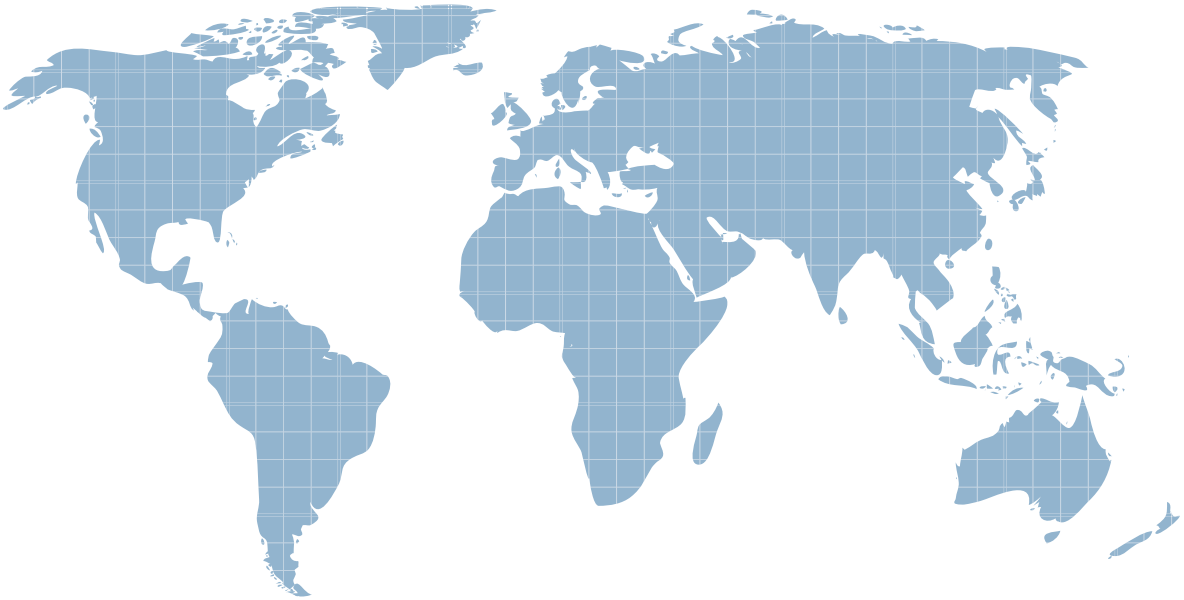


ITTEST

QUESTION & ANSWER

Guías de estudio precisos, Alta tasa de paso!



Ittest ofrece información actualizada de forma gratuita en un año!

http://www.ittest.es/

Exam : 9A0-411

Title : Adobe Analytics Developer ACE

Version : DEMO

1.A developer needs to measure the number of times that a visitor adds a product to their shopping cart on an e-commerce site. The cart add functionality of the result in an error when the visitor pushes the 'Add to Cart' button if a quantity has not been entered.
What type of Dynamic Tag Management rule and condition allows the developer to track cart adds?
A. An Event rule that will fire whenever the submit event occurs
B. A Direct Call rule that occurs immediately after a product is added to a visitor's cart
C. An Event rule that will fire on the click of the "Add to Cart" button
D. A Direct Call rule that is set to fire on the click of the "Add to Cart" button
Answer: A

2.A developer needs an Adobe Dynamic Tag Management (DTM) Event rule so that a custom event can be triggered when the dropdown/select field below has a change in its value:
<select names= "cat" id="cat" class="postform"></select>
What DTM Event type and CSS selector should be applied?
A. Event type of "dropdown" and a CSS selector of ".cat".
B. Event type of "focus" and a CSS selector of ".cat"
C. Event type of "change" and a CSS selector of "#cat"
D. Event type of "select" and a CSS selector of "#cat"
Answer: B

3.A developer needs to add a third party tracking pixel to a Site using Adobe Dynamic Tag Management (DTM). This pixel is NOT actually an image request. The pixel uses JavaScript to dynamically send data to the third party tracking vendor. The pixels documentation states thai it must be added to the pages <head> and executed before the <body> begins loading.
What type of rule should the developer use?
A. A page load rule firing at "Top of Page" with sequential JavaScript
B. A page load rule firing at "Onload" with sequential JavaScript
C. A page load rule firing at "Top of Page" with non-sequential JavaScript
D. A page load role firing at "Onload" with sequential JavaScript
Answer: C

4.s.pageName is included within the image request of a track link call.
What is the result?
A. An exit link is recorded.
B. Both a page view and a custom link track are recorded.
C. Adobe Analytics ignores s.pageName on s.tl() calls.
D. A page view is recorded despite the call being made via s.tl().
Answer: A

5.A developer needs to add the broweser referrer value to the page data layer. No developer resources are available to make the change on the page. The developer needs to use DTM to include the page referrer without changing the actual source code.
How should the developer modify the data layer?
A. Use a page load rule that executes at top of page to add the 'digitalData.page.pageReferrer' attribute to

the data layer within DTM after the _satellite pageBottom() function fires.
B. Call a data element that contains the browser referrer at page bottom. Add the "digitalData.page.pagerefferer" attribute to the data layer within DTM to include the value of the data element.
C. Create an event based rule to set the data layer with the value of the referrer.
D. Set a cookie at page bottom that contains the browser referrer (if it exists). Use a direct call rule to set the data layer in DTM with the value of the cookie.
Answer: D