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QUESTION 11With which reports are classifications most commonly used?
A. Technology ReportsB. Link ReportsC. Product and Campaign ReportsD. Pages and Site Sections Reports Answer: C

QUESTION 12A colleague of yours has created and shared a bookmark. You would like to have access to it in order to view the data but have no need to manipulate it. Which sharing option should you choose in the Bookmarks Manager to obtain read only privileges to your colleague's report?
A. ShareB. Copy MeC. PushD. On Menu Answer: B

QUESTION 13How are Metric Gauges added to Dashboards?
A. Bookmark a metric report and add it to a DashboardB. Create a Target report and add it to a DashboardC. Within Dashboard Layout, drag 'Metric Gauge' to a pageD. Run a metric report and add it to a Dashboard Answer: C

QUESTION 14You have just created the Average Order Value (Revenue/Orders) calculated metric while in the Products report. In which report or reports will that metric now be available?
A. Products and all Custom Traffic reportsB. Only ProductsC. Products and all Path reportsD. Products and all Custom Conversion reports Answer: A

QUESTION 15Which sentence about enabling the report accelerator is true?
A. Enabling the accelerator will result in reports loading faster but will have a delay in displaying real time resultsB. The accelerator is great for being able to monitor real time data in dashboard reportsC. The accelerator will improve query time for clients who are located farther away from Adobe data centersD. Enabling the accelerator is a great way to monitor report data in real time Answer: B

QUESTION 16Click the Exhibit tab to see the exhibit. A. AB. BC. CD. D Answer: C

QUESTION 17A visitor demonstrates the following behavior in terms of time spent: What is the average time spent on page A?
A. 12.5 minutesB. 25 minutesC. 20 minutesD. 15 minutes Answer: D

QUESTION 18The following 2 visits were conducted on two different days by the same person. How much time have they spent on the site according to Reports & Analytics? (Assume that link tracking is active).
A. 50 minutesB. 65 minutesC. 45 minutesD. 40 minutes Answer: B

QUESTION 19Which CANNOT be done with Data Extract?
A. Formatting of report output prior to incorporation into an Excel worksheetB. To pull items out of the Low Traffic bucketC. Switching the X and Y axis of a report prior to data exportD. Exporting more than fifty thousand rows of data Answer: D

QUESTION 20What is the purpose of a participation metric?
A. To assign full credit from success events to all values of a variable that were passed by a visitor.B. To split the credit from success events to all values of a variable that were passed by a visitor.C. To split the credit from traffic metrics to all values of a variable that were passed by a visitor.D. To assign full credit from traffic metrics to all values of a variable that were passed by a visitor. Answer: B

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