



Adobe Analytics Architect

Adobe Certified Expert Exam Guide

Exam number: AD0-E200

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About Adobe Certified Expert (ACE) Exams

An Adobe Certified Expert demonstrates expertise in helping clients realize value in an Adobe solution.

Adobe's certification exams follow industry-accepted procedures to ensure validity and reliability. We work with industry experts to create our exams, which represent real-world requirements and objectives for the job roles we certify.

This guide is designed to provide the recommendations needed to prepare for your Adobe Certified Expert exam, and help you determine when you are ready to take the exam.

Analytics Architect General Exam Information

- Exam name: Analytics Architect Exam
- Exam number: AD0-E200
- Number of questions: 70
- Time limit: 120 minutes
- Format: multiple choice, multiple select, matching
- Language offered: English
- Delivery: online proctored (requires camera access) or test center proctored
- Passing score: All Adobe exams are reported on a scale of 300 to 700. The passing score for each exam is 550. For more information about scaled scoring, visit the [FAQs](#).
- Exam price: \$180 (Ready to register? Click [here](#).)

Analytics Architect Target Audience

- Data Analysts
- Business Intelligence Developers
- Solutions Architects/Consultants

The Analytics Architect Role

At a minimum, the Analytics Architect has a minimum 3-4 years' experience analyzing and interpreting data as well as a basic understanding of JavaScript code. The Analytics Architect is responsible for translating business requirements into technical specifications, designing data architecture to map requirements to eVars, props, and events, and understands the interdependency between ecommerce systems, platforms and the digital marketing life cycle.

It is recommended that the candidate has at least three years of relevant field experience before testing.

The minimally-qualified Analytics Architect should be able to perform the following tasks without any assistance:

- Define analytics variables
- Explain the Adobe order of data processing and how that affects data validity
- Gather business requirements, key performance indicators and translate them into technical specifications
- Understand client information architecture to create solution design documentation
- Develop and recommend data governance models
- Validate the implementation (post deployment) and confirm adherence to the technical specification

The minimally-qualified Analytics Architect should be familiar with the following tools and comfortable in the following environments:

- Adobe Analytics
- Analytics Admin Console
- Microsoft Excel
- Analytics Debuggers
- Adobe Target
- Adobe Campaign
- Tag Management Systems
- Browser Developer Tools
- HTML
- JavaScript
- jQuery and other JavaScript libraries
- On-site meetings with clients
- Any Web Analytics Application
- Adobe Experience Cloud

Analytics Architect Exam Topics

The tasks measured by the exam are grouped into the following domains:

Am I ready?

Yes No

	Yes	No
Discovery		
• Demonstrate ability to audit sites		
• Investigate client needs to build business requirements		
• Given a scenario, create measurement framework		
Solution Design		
• Translate business requirements into variables and metrics		
• Demonstrate ability to manage report suites settings		
• Given a scenario, recommend the best methods for collecting data		
• Given a scenario, determine the technical specifications to implement site tracking		
• Create experience cloud users/groups		
Post Implementation		
• Given a set of requirements, validate tracking through browser developer tools and Adobe reports		
• Apply procedural concepts to manage data extraction and relationships		

• Demonstrate an understanding of a data governance model		
• Given a scenario, manage data sources and connectors		
• Given a set of requirements, validate tracking through browser developer tools and Adobe reports		

Distribution of Content Covered on the Exam:

The questions on the exam are distributed as follows for each domain. (Note: each question carries the same weight and there is no partial credit for any question)

Domain	Percent of Exam
Discovery	18%
Solution Design	54%
Post Implementation	28%

How do I know if I am ready to take the exam?

Nothing can guarantee that you will pass your test, however; the more practical work experiences you have and the more training you complete, the better your chances are to pass the test.

Since Adobe exams measure knowledge and skills for a specific job role, one of the best ways to prepare for the exam is to ensure you have the minimum work experience, as described in this guide.

What training is available to help me prepare for the exam?

Is training required?

You are not required to complete training before taking the exam; however, training can significantly increase your knowledge of and skills with Adobe Experience Manager. It is important to note that training alone will not provide you with the knowledge and skills required to pass an exam. Successful, on-the-job experience, is critical to providing you the knowledge needed to pass the exam.

Recommended study materials for this exam:

Courses

- [Reports and Analytics Implementation](#)
- [Dynamic Tag Management](#)

Analytics Online Documentation

- [Adobe Analytics Implementation](#)
- [Adobe Analytics Help and Reference](#)
- [Adobe Analytics and GDPR](#)
- [Adobe Experience Cloud Marketing Channels](#)
- [Adobe Experience Cloud Activity Map](#)
- [Tag Management](#)
- [Adobe Launch](#)

Training for Adobe Partners

A variety of training and resources are available for Adobe Solution Partners. To access these resources, you will need to login to the [Solution Partner Portal](#) with your Adobe ID and visit the [Training landing page](#). From there you can select your solution of interest and access on-demand, instructor led, and onsite training options.

- **On-demand Training:** All Partners have access to on-demand training resources for sales, technical and delivery roles. This includes self-paced learning modules, eSeminar videos, quizzes, exams, and test outs to help measure comprehension - All at no cost!
- **Virtual Instructor Led Training:** Partners at the Business and above levels can access Virtual Instructor Led Training through the learning management system. These trainings are 100% subsidized.
- **In-person Instructor Led Training:** Partners also have access to training delivered through Adobe Digital Learning Services (ADLS). Adobe Digital Learning Services offers comprehensive, hands-on courses across all job roles. Learn from Adobe experts in a virtual classroom or live in-person at any Adobe training center globally. Courses come with a cost and Partners receive a discount (15-30%) based on their Partner level in the Solution Partner Program.
- **On-site Training:** Get your team up-to-speed quickly with on-site training where we can come to your location or you can bring your team to one of our training centers. Adobe Digital Learning Services offers flexible, convenient instructor-led training for teams virtually or in-person. Content can be customized to match your unique learning requirements.

Partners also have access to Certification Learner Journeys, Certification Paths, and free Certification Prep courses. Please visit the [Solution Partner Portal Certification page](#) to access these valuable resources.

Not registered for the Solution Partner Portal? Please follow [these instructions](#) to get registered.

How Do I Register for the Exam?

To register for the exam at a PSI testing center:

1. Visit Adobe's [credential management system](#) logon page. The logon requires that you have an Adobe ID. If you do not have an Adobe ID, click the link for "Get an Adobe ID"
 2. After logging on, if you have never taken an Adobe exam before, you will be instructed to create a Profile. After creating your Profile, you will be instructed to update your opt-in Settings..
 3. Once logged on, click "Home" then click "Schedule your exam at PSI."
 4. You will be directed to a new page within CertMetrics where you will click "Click here to log in to PSI."
 5. You will be taken to a page hosted by our exam delivery vendor, PSI, that displays the available exams
 6. Scroll through the list of available exams and press the "Schedule Exam" button for the exam you want to take.
 7. Select a delivery mode for your exam by choosing either "Test Center" or "Remote Online Proctored Exam."
 8. Select your exam language to see options for your exam.
 9. Select an available date and start time.
 10. Confirm schedule details to receive a booking confirmation.
 11. Proceed to payment.
 12. After payment is successful, you will receive an email confirmation your registration details and a receipt.
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Sample Questions

Try out these practice questions to get a feel for the types of questions on the exam. Please note that **your performance here does not indicate how you will do on the actual exam**. You will find the correct answers at the end of the exam guide.

- You want to download a file containing all current label definitions for all variables of a selected report suite. What file format is available when you use the Data Governance Dialog?**
 - CSV
 - PDF
 - XLS
 - TAB
- Which marketing channel settings affect the channel which receives credit for a conversion event? Select three.**
 - Marketing channel classifications
 - Marketing channel processing order
 - Override last-touch channel
 - Marketing channel pathing
 - Marketing channel expiration
- Given the following selection of a code from a website:**

```
<div id="top-nav" class="nav-item">Analytics Architect</div>
<ul>
  <li class="menu-item nav-item header1" >Exam Details</li>
  <li id="header1" class="menu-item nav-item">Exam Summary</li>
</ul>
```

Which jQuery selector would return the text value of "Exam Summary"?

- jQuery('li.menu-item').text()
 - jQuery('li#header1').text()
 - jQuery('li#menu-item-2').text()
 - jQuery('div#Exam Summary').text()
- What is the maximum length in bytes for an eVar?**
 - 100
 - 255
 - 75
 - 155
 - The Data Sources import file includes which of the following data? Select three.**
 - A pound symbol (#) identifies that row as a comment
 - An empty text file with the same name of your data file

- C. A comment that lists the template file title
 - D. A comment that lists the external metric and data dimension names specified in the Data Source Activation Wizard
 - E. FTP information for file upload
-

Answer key

Try out these practice questions to get a feel for the types of questions on the exam. Please note that **your performance here does not indicate how you will do on the actual exam**. To fully prepare for the exam, closely review the topic areas and objectives in this Exam Guide. You will find the correct answers at the end of the exam guide.

1. **You want to download a file containing all current label definitions for all variables of a selected report suite. What file format is available when you use the Data Governance Dialog?**

Correct Answer: A

2. **Which marketing channel settings affect the channel which receives credit for a conversion event? Select three.**

Correct Answer: B, C, E

3. **Given the following selection of a code from a website:**

```
<div id="top-nav" class="nav-item">Analytics Architect</div>
<ul>
  <li class="menu-item nav-item header1" >Exam Details</li>
  <li id="header1" class="menu-item nav-item">Exam Summary</li>
</ul>
```

Which jQuery selector would return the text value of "Exam Summary"?

Correct Answer: B

4. **What is the maximum length in bytes for an eVar?**

Correct Answer: B

5. **Data Sources import file includes which of the following data? Select three.**

Correct Answers: A, C, D

Support

For information on certification visit the [Solution Partner Portal](#) website. To contact us, please send an email to [Certification Support](#).

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