Adobe Analytics Business Practitioner
Adobe Certified Expert Exam Guide

Exam number: 9A0-412

About Adobe Certified Expert Exams

To be an Adobe Certified Expert is to demonstrate expertise in helping clients realize value in Adobe solutions.

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. It will outline the knowledge and skills required of a "minimally qualified candidate" for a specific job role, which will be evaluated in the exam.

How is the Analytics Business Practitioner Exam Structured?

- Number of questions: 60

- Time limit: 105 minutes
- 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.

How Do I Register for the Exam?

Our exams are delivered worldwide by PSI.

- Exam name: Adobe Analytics Business Practitioner

- Exam number: 9A0-412

- Exam cost: $180 (US Dollars)

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.

What topics are covered on the Adobe Analytics Business Practitioner exam?

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

- Conducting a business analysis
- Reporting and dashboarding
- Segmenting
- Administering and troubleshooting

Within each domain, there are specific tasks that you should be able to perform as an Adobe Analytics Business Practitioner:

- **Conducting a business analysis**
  You should be able to identify the most appropriate reporting strategy to perform an analysis, analyze data to answer business questions and recommend new optimization hypotheses, and identify conversion funnels and appropriate variable types for reporting. You should also be able to interpret solution design reference to determine what data is available in reports, analyze report data to summarize and draw conclusions, identify outliers and anomalies in reports, and given a situation, determine reporting work around solutions.

- **Reporting and dashboarding**
  You should be able to apply procedural concepts to configure reports using the most appropriate tool(s), to schedule the regular delivery of reporting in the appropriate reporting tool, and to share reports and dashboards for different users and/or groups. You should be able to apply procedural concepts to set alerts/targets as needed and to generate calculated and/or segmented metrics.

- **Segmenting**
  You should be able to determine how to develop and configure segments, apply procedural concepts to share segments with others in the organization. You should also be able to compare segments and determine how to validate segments as well as apply procedural concepts to apply segments to reports and dashboards.

- **Administering and troubleshooting**
  You should be able analyze reports and identify quality issues. You should also be able to apply procedural concepts to configure marketing channel reports, to configure SAINT classifications, to configure classification rules, to develop marketing URLs, and to configure a virtual report suite based on an existing segment.

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
Conducting a business analysis	33.4%
Reporting and Dashboarding	23.3%
Segmenting	20%
Administering and troubleshooting	23.3%

The Adobe Analytics Business Practitioner job role

This exam is designed for individuals who are currently performing or have previous work experience with the job responsibilities of an Adobe Analytics Business Practitioner.

The Minimally Qualified Candidate

To pass the exam, you must possess the minimum level of knowledge, skills, and abilities required of an Adobe Analytics Business Practitioner, which are outlined below.

Adobe Analytics Business Practitioner you should be able to perform the following tasks without any assistance:

- Use Adobe Analytics to validate a business requirement
- Read a solutions design reference (SDR) and determine variables to meet business requirements
- Determine the appropriate tool to run reports (e.g., Workspace)
- Configure advanced analysis reporting (e.g., Workspace)
- Configure and interpret targets and alerts
- Interpret data and trends
- Analyze data and make recommendations to clients to improve outcomes
- Create, validate and interpret segments
- Apply segments across reporting tools
- Analyze data to identify potential data integrity issues (e.g., missing or under represented data) and develop a hypothesis to share with an Architect or Developer

You should also be familiar with Internet browser, Microsoft Excel, packet monitor, and FTP clients.

What is the typical job experience for minimally qualified candidates taking this exam?

A minimally qualified Adobe Analytics Business Practitioner typically has the following work experience:

- Intermediate level role.

- Minimum of 2 years' experience in digital analytics.

- Marketing background or comes from a marketing role, but can come from a variety of job roles.

- Understands digital analytics metrics.

- Understands the business value of web technologies.

- Translates business requirements into metrics or KPIs.

- Interprets reports.

- Communicates results.

- Proposes a course of action based on analysis of reports.

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 Analytics. 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.

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.

Training Courses Available to the Public

The following courses are relevant to the Adobe Analytics Business Practitioner job role. Compare the course descriptions to your current knowledge and skill level to determine which courses are best for you. You can find a complete list of all Adobe training and tutorials here:

- Data Analysis with Reports & Analytics

- Data Analysis with Analysis Workspace

- Maximize Insights using Adobe Analytics Administrative Functions

- Adobe Analytics Business Practitioner Specialization (Targeted for Partners seeking Adobe Specialization)

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 experience you have and the more training you complete, the better your chances are to pass the test. Use the self-assessment preparation worksheet (below) to evaluate your level of readiness.

On-the-Job Experience

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.

Self-Assessment Preparation Worksheet

Use the following worksheet to review the exam topics, and assess your own readiness. If you need to prepare more for a certain topic, determine if you need training, on the-job-experience, or both.

Topic	Yes	No
Conducting a business Analysis		
I can identify the most appropriate reporting strategy to perform an analysis given a business need/question		
I can analyze data to answer business questions and recommend new optimization hypotheses		
I can identify conversion funnels and appropriate variable types for reporting		
I can interpret solution design reference to determine what data is available in reports		
I can identify outliers and anomalies in reports		
I can, given a situation, determine reporting work around solutions		
Topic	**Yes**	**No**
Reporting and Dashboarding		
I can apply procedural concepts to configure reports using the most appropriate tool(s)		
I can apply procedural concepts to schedule the regular delivery of reporting in the appropriate reporting tool		
I can apply procedural concepts to share reports and dashboards for different users and/or groups		
I can apply procedural concepts to set alerts/targets as needed		
I can apply procedural concepts to generate calculated and/or segmented metrics		
Topic	**Yes**	**No**
Segmenting		
I can determine how to develop and configure segments		
I can apply procedural concepts to share segments with other in the organization		
I can compare segments and determine how to validate segments		
I can apply procedural concepts to apply segments to reports and dashboards		
Topic	**Yes**	**No**
Administering and troubleshooting		
I can analyze reports and identify data quality issues		
I can apply procedural concepts to configure the marketing channel reports		
I can apply procedural concepts to configure SAINT classifications		
I can apply procedural concepts to configure Classification Rules		
I can apply procedural concepts to develop marketing URLs		
I can apply procedural concepts to configure a virtual report suite based upon an existing segment		

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**. 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. **What method would prevent duplicate products from being reported when a visitor refreshes their page during the checkout process?**

   A. Classifications.
   B. Event Serialization.
   C. Merchandising.
   D. PurchaseID.

2. **The Chief Marketing Officer (CMO) notices a sudden drop in the conversion rate between the product detail pages and order confirmation page. The analyst needs to investigate the cause of the drop.**

   Which type of report should the analyst use?

   A. Pathing
   B. Orders
   C. Last Touch Marketing Channel
   D. Most Popular Pages

3. **An analyst needs the most efficient method to directly import, create, and maintain a dashboard in Microsoft Excel.**

   Which tool in the Adobe Analytics suite should the analyst use?

   A. Excel Client
   B. Workspace
   C. Report Builder
   D. Data Warehouse

4. **An analyst needs to provide weekly data in CSV format that will provide multiple eVars, props, and metrics without limitations on the depth of the data.**

   Which Adobe Analytics tool should the analyst use?

   A. Data Warehouse
   B. Report Builder
   C. Workspace
   D. Ad Hoc Analysis

5. **An analyst is sharing a dashboard with other users. A user has stated that they do NOT see the dashboard.**

   What should the user do to access the dashboard?

   A. The user should look in the "Dashboards" folder in the Reports menu to find the dashboard as soon as it was shared.
   B. The user should respond "Yes" to the shared dashboard prompt when next logging in to add view the dashboard.
   C. The user should select the "copy me" or "on menu" options next to the shared dashboard in the Dashboard Manager.
   D. The user should click through the notification email they received in order to access the shared dashboard.

6. **A business must be alerted if more than $5,000 of revenue is recorded during any single hour of the day. During the 2 PM hour, the business receives revenue of $7,500.**

   When will Adobe Analytics send this alert?

   A. As soon as more than $5,000 in revenue is recorded in any rolling 60-minute period
   B. As soon as more than $5,000 in revenue is recorded in a standard hour (i.e., 2-3 PM)
   C. At the end of the hour where more than $5,000 in revenue was recorded
   D. At the end of the day for each hour where $5,000 in revenue was exceeded

7. **An analyst creates a new segment that needs to be shared with other Adobe Analytics users within the organization. After creating and selecting the segment in the Segment Manager, the analyst then clicks Approve.**

   Adobe Analytics users indicate that they are unable to choose the segment for reporting.

   Why are the Adobe Analytics users unable to use this segment in reporting?

   A. The segment was never shared with the users.
   B. The users need to create their own versions of the segment.
   C. The users need to copy the segment to their account.
   D. The segment was not tagged in the Segment Manager.

8. **An analyst needs to review the most popular pages report with the visits metrics for first-time visits from mobile devices. Two segments currently exist in Adobe Analytics that may be helpful:**

   1. **First Time Visits (visits where visit number -1)**
   2. **Mobile Visits (visits where Mobile Device exists)**

   What should the analyst do to segment the pages report for first-time visits from mobile devices?

   A. Use segment stacking to apply both segments to the pages report
   B. Use the Segment Editor to apply both segments to the pages report
   C. Use the Segment Manager to apply both segments to the pages report
   D. Use the admin console to apply both segments to the pages report

9. **An analyst needs to classify incoming campaign tracking codes for the affiliate marketing channel. Traffic from the affiliate marketing channel sets a tracking code value such as:**

   > aff_campaign-site_campaign-link-id

   The "campaign-site" and "campaign-link-id" values are set by multiple channels and can have values that are at the discretion of the marketing department. The "aff" prefix is a constant value that identifies the Affiliate marketing channel. Traffic from the Affiliate marketing channel must be classified as "Affiliate" in the Marketing Channel Name classification report.

   How should the analyst configure this classification rule?

   A. Tracking code starts with "aff_"
   B. Tracking code contains "affiliate"
   C. Tracking code ends with "aff"
   D. Tracking code contains "aff"

10. **An analyst needs to report on campaign performance size, location, brand, and spend. The campaign was created as www.xyzsite.com/home.html?cid=123 and has been live for 2 weeks.**

    How should the analyst report on the required campaign attributes?

    A. Create a segment for size, location, brand and spend
    B. Run the campaign report with revenue as the metric
    C. Run the "tracking code" report with visits as the metric
    D. Add classifications for size, location, brand, and spend

11. **The analyst needs to create a reporting environment for Adobe Analytics. Users must quickly be able to see all reports for only visits in which a visitor used a mobile device. There is currently no separate Adobe Analytics report suite for this mobile traffic.**

    What should the analyst do?
    A. Create a "Mobile Visits" view of the main report suite from within the report suite settings
    B. Create a Virtual Report Suite using the "Mobile Visits" segment
    C. Create a new User Group and lock the segment "Mobile Visits" to that user group
    D. Create a processing rule in report suite settings that moves all mobile visits into a new report suite

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. Correct answers shown below.

1. **What method would prevent duplicate products from being reported when a visitor refreshes their page during the checkout process?**

   Correct Answer: D. PurchaseID

2. **The Chief Marketing Officer (CMO) notices a sudden drop in the conversion rate between the product detail pages and order confirmation page. The analyst needs to investigate the cause of the drop.**

   Which type of report should the analyst use?

   Correct Answer: A. Pathing

3. **An analyst needs the most efficient method to directly import, create, and maintain a dashboard in Microsoft Excel.**

   Which tool in the Adobe Analytics suite should the analyst use?

   Correct Answer: C: Report Builder

4. **An analyst needs to provide weekly data in CSV format that will provide multiple eVars, props, and metrics without limitations on the depth of the data.**

   Which Adobe Analytics tool should the analyst use?

   Correct Answer: A. Data Warehouse

5. **An analyst is sharing a dashboard with other users. A user has stated that they do NOT see the dashboard.**

   What should the user do to access the dashboard?

   Correct Answer: C: The user should select the "copy me" or "on menu" options next to the shared dashboard in the Dashboard Manager.

6. **A business must be alerted if more than $5,000 of revenue is recorded during any single hour of the day. During the 2 PM hour, the business receives revenue of $7,500.**

   When will Adobe Analytics send this alert?

   Correct Answer: C: At the end of the hour where more than $5,000 in revenue was recorded

7. **An analyst creates a new segment that needs to be shared with other Adobe Analytics users within the organization. After creating and selecting the segment in the Segment Manager, the analyst then clicks Approve.**

    Adobe Analytics users indicate that they are unable to choose the segment for reporting.

    Why are the Adobe Analytics users unable to use this segment in reporting?

    Correct Answer: A. The segment was never shared with the users.

8. **An analyst needs to review the most popular pages report with the visits metrics for first-time visits from mobile devices. Two segments currently exist in Adobe Analytics that may be helpful:**

    3. **First Time Visits (visits where visit number -1)**
    4. **Mobile Visits (visits where Mobile Device exists)**

    What should the analyst do to segment the pages report for first-time visits from mobile devices?

    Correct Answer: A. Use segment stacking to apply both segments to the pages report

9. **An analyst needs to classify incoming campaign tracking codes for the affiliate marketing channel. Traffic from the affiliate marketing channel sets a tracking code value such as:**

    > aff_campaign-site_campaign-link-id

    The "campaign-site" and "campaign-link-id" values are set by multiple channels and can have values that are at the discretion of the marketing department. The "aff" prefix is a constant value that identifies the Affiliate marketing channel. Traffic from the Affiliate marketing channel must be classified as "Affiliate" in the Marketing Channel Name classification report.

    How should the analyst configure this classification rule?

    Correct Answer: A. Tracking code starts with "aff_"

10. **An analyst needs to report on campaign performance size, location, brand, and spend. The campaign was created as www.xyzsite.com/home.html?cid=123 and has been live for 2 weeks.**

    How should the analyst report on the required campaign attributes?

    Correct Answer: D. Add classifications for size, location, brand, and spend

11. **The analyst needs to create a reporting environment for Adobe Analytics. Users must quickly be able to see all reports for only visits in which a visitor used a mobile device. There is currently no separate Adobe Analytics report suite for this mobile traffic.**

    What should the analyst do?

    Correct Answer: B. Create a Virtual Report Suite using the "Mobile Visits" segment

Support

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