



# Adobe Analytics Business Practitioner

## Adobe Certified Expert Exam Guide

*Exam number: AD0-E202*

### Contents

- [Analytics Business Practitioner Exam Information](#)
- [Target Audience](#)
- [The Analytics Business Practitioner Role](#)
- [Analytics Business Practitioner Exam Topics](#)
- [Online Sample Test \(Prototype\)](#)
- [What Resources are Available to Prepare for the Exam?](#)
- [How Do I Register for the Exam?](#)

## About Adobe Certified Expert (ACE) Exams

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An Adobe Certified Expert (ACE) has proven knowledge and experience to help clients optimize the value of their Adobe solution.

Adobe's certification exams are developed following industry-accepted standards 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 you with the recommendations you need as you prepare for the ACE exam and help you determine when you are ready to take the exam.

The content of this exam guide is subject to updates and changes. Please check for latest versions at [Adobe Certification](#).

## Analytics Business Practitioner Exam Information

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- Exam name: Analytics Business Practitioner Exam
- Exam number: AD0-E202
- Number of questions: 69
- Time limit: 120 minutes
- Format: Multiple choice, multiple select
- Language offered: English
- Delivery: Online proctored (requires camera access) or test center proctored
- 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 [FAQ](#) page.

## Target Audience

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- Digital marketers
- Business analysts
- Business consultants
- Data analysts
- Web analysts
- Digital analysts
- Media / marketing analysts
- Product owners and managers
- UI analysts
- Conversion / optimization specialists

# The Analytics Business Practitioner Role

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At a minimum, the candidate seeking to become certified:

- Has 2 years' experience in digital analytics, typically has a marketing background or comes from a marketing role but can come from a variety of job roles, possesses and in-depth understanding of digital analytics metrics and dimensions, understands the business value of web technologies, can translate business requirements into metrics or KPIs, build and interpret reports, communicate results and can propose a course of action based on analysis of reports.
- Helps clients understand how to extract/pull the information they want, and which are contextually relevant (e.g. help them define their business questions)
- Understands how the technology works and understands a client's implementation (e.g. where the data sits, how it can be collected, how it is tracked) from a functional standpoint
- Has at least one year of Adobe Analytics hands-on experience
- Has a basic understanding of how digital analytics is filtering/structuring data
- Has an awareness of the integration of Adobe Analytics with other Adobe solutions

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

- Internet browser
- Microsoft Excel
- Microsoft PowerPoint
- Packet monitor
- FTP client
- Adobe Analytics Workspace
- Debugging tools relevant to Adobe Analytics (Adobe Debugger, Omnibug, Observepoint, Charles)
- Admin console (Report console and Experience Cloud console)
- Adobe Launch (high level)
- Apps, SPA
- Mobile services
- Adobe Experience Cloud (understand product profiles and user groups)
- Adobe Help Center
- Soft skills:
  - Virtual and in-person interaction with technical resources (e.g. Analytics Developer, IT) and the client
  - Data quality issues/ improvement discussions
  - Client KPI/Goal discussion meetings

# Analytics Business Practitioner Exam Topics

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

Section	Domain	Domain Weight
Section 1:	Business Analysis	25%
Section 2:	Reporting and Dashboarding for Projects	25%
Section 3:	Segmentation and Calculated Metrics	25%
Section 4:	General tool knowledge and troubleshooting	15%
Section 5:	Administration	10%

## How Do I Know if I am Ready to Take the Exam?

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There are no guarantees that you will pass the test. However, taking note of the recommended training courses and the minimum tasks listed under the Analytics Developer role will help you determine if you are ready to take 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 have the minimum work experience, as described in this guide.

Training > Practice > Minimum of 2 years of Analytics Experience

		<i>Am I ready?</i>
Section 1:	Business Analysis	
	<ul style="list-style-type: none"> <li>Given a business need/question, identify the most appropriate reporting strategy to perform an analysis</li> </ul>	
	<ul style="list-style-type: none"> <li>Analyze data to answer business questions and recommend new optimization hypotheses</li> </ul>	
	<ul style="list-style-type: none"> <li>Identify conversion funnels</li> </ul>	
	<ul style="list-style-type: none"> <li>Interpret Solution Design Reference (SDR) to determine what data is available in reports</li> </ul>	
	<ul style="list-style-type: none"> <li>Analyze report data to summarize and draw conclusions</li> </ul>	
	<ul style="list-style-type: none"> <li>Understand outliers and anomalies in reports</li> </ul>	
Section 2:	Reporting and Dashboarding for Projects	
	<ul style="list-style-type: none"> <li>Apply the process to configure projects using the most appropriate tool(s)</li> </ul>	
	<ul style="list-style-type: none"> <li>Compare fallout and flow visualization and appropriate variable types for reporting</li> </ul>	
	<ul style="list-style-type: none"> <li>Apply the process to schedule Projects, Report Builder and Data Warehouse</li> </ul>	
	<ul style="list-style-type: none"> <li>Apply the process to share Projects and Reporting and Analytics dashboards for different users and/or groups</li> </ul>	
	<ul style="list-style-type: none"> <li>Apply the process to set Alerts</li> </ul>	
	<ul style="list-style-type: none"> <li>Apply the process to lookup the dimensions/components</li> </ul>	

	<ul style="list-style-type: none"> <li>• Apply the process to create a visualization</li> <li>• Given a scenario, determine the appropriate item to use</li> </ul>	
Section 3:	Segmentation and Calculated Metrics	
	<ul style="list-style-type: none"> <li>• Determine how to develop and configure segments</li> <li>• Apply the process to share segments with others in the organization</li> <li>• Compare segments</li> <li>• Apply segments to Projects and Components</li> <li>• Apply the process to generate calculated and/or segmented metrics</li> <li>• Determine Metric Types</li> </ul>	
Section 4:	General tool knowledge and troubleshooting	
	<ul style="list-style-type: none"> <li>• Analyze reports and identify data quality issues</li> <li>• Define different types of dimensions and parameters existing in Adobe Analytics</li> <li>• Determine how to bring data in and out of Adobe Analytics</li> <li>• Apply the process to configure Report Builder</li> </ul>	
Section 5:	Administration	
	<ul style="list-style-type: none"> <li>• Apply the process to configure the Marketing Channel reports with Marketing Channel processing rules</li> <li>• Apply the process to configure Classification Importer and Rule Builder</li> <li>• Identify information from marketing URLs</li> <li>• Apply the process to configure a virtual report suite based upon an existing segment</li> <li>• Understand Report Suite Admin Console Settings</li> </ul>	

## Online Sample Test

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The Adobe Credential Program is piloting a new online sample test. There is no sign on needed, and it can be used multiple times. To access, click the link below.

[AD0-E202 Adobe Analytics Business Practitioner Sample Test](#)

The sample test allows you to review the type and format of questions that you will encounter in the actual exam. Your results in the sample test are not stored, and does not predict your actual test results.

In the sample test,

- Mark your answer in each question.
- Use the link "Send Comments for this Question" to provide additional/specific feedback.
- Click Next on the upper center portion of the screen to save your answer and move to the next question. You may return and revise your question within the specified time.
- At the last question, click Submit Exam to submit all your answers.
- Complete the three-question survey and provide feedback on this prototype. Click Submit.
- Click "Take Me to My Results" to view your sample test result details.

## What Resources are Available to Prepare for the Exam?

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 the exam. Successful, on-the-job experience is critical to providing you with the knowledge needed to pass the exam.

### Recommended training:

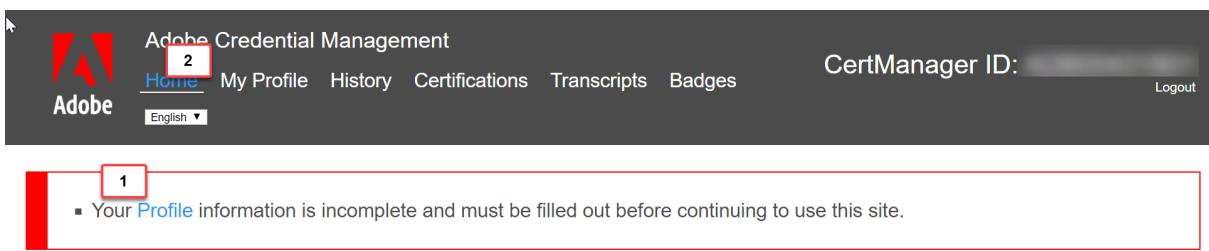
- [Create Reports Using Reports & Analytics](#)
- [Data Analysis with Analysis Workspace](#)
- [Adobe Analytics: Discovery](#)
- [Create and Manage Analytics Reports using Adobe Report Builder](#)

### Additional study materials:

- [Adobe Analytics Learn and Support](#)
- [Adobe Analytics Solutions Partner Portal](#)

## How Do I Register for the Exam at PSI?

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 [Get an Adobe ID](#) link.
2. After logging on, if you have never taken an Adobe exam before, you will be instructed to create a Profile. Click the blue **Profile** link (1) in the message area or click **My Profile** (2) at the top of the page to open the My Profile page.



Adobe Credential Management

Home My Profile History Certifications Transcripts Badges

CertManager ID: [REDACTED] Logout

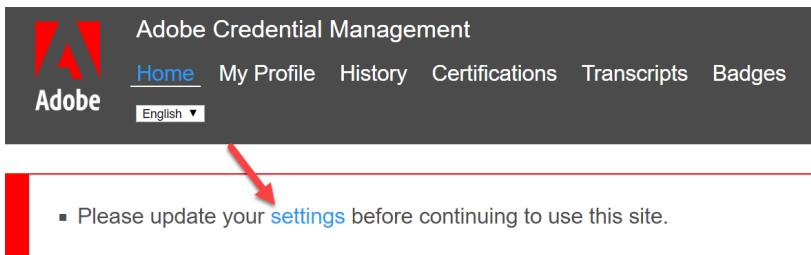
English ▾

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2

Your [Profile](#) information is incomplete and must be filled out before continuing to use this site.

3. After creating your Profile, you will be instructed to update your opt-in Settings. Click the blue **Settings** link to configure your settings.



Adobe Credential Management

Home My Profile History Certifications Transcripts Badges

English ▾

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Please update your [settings](#) before continuing to use this site.

4. Once logged on, click "Home" then click "Schedule your exam at PSI."
  5. You will be directed to a new page within CertMetrics. where you will click "Click here to log in to PSI."
  6. You will be taken to a page hosted by our exam delivery vendor, PSI, that allows you to search for, display, and register the available exams.
  7. Click the **Schedule Exam** button.
  8. Select the Delivery mode: **Test Center or Remote Online Proctored Exam** and then click **Continue**. A pop-window displays, asking if you want PSI to know your location. Click **Allow** to have PSI use your location information or **Block** to search manually.
  9. Scroll through the list of available exams and press the "Schedule Exam" button for the exam you want to take.
  10. Select a delivery mode for your exam by choosing either **Test Center or Remote Online Proctored Exam**.
  11. Select your exam language from the **Select Language** drop-down menu.
  12. Click through the calendar to select an available date, which will appear as a green date in the calendar. Once the date is selected, available times display in the right column. Select a start time.
  13. Click **Continue** to display and confirm the schedule details. Once you have reviewed the details, click **Continue** to receive a booking confirmation and proceed to payment information.
  14. The Payment window displays. Fill out all the required fields and click **Pay Now** to process your payment.
  15. After the payment is processed, you will receive an email confirmation with your registration details and a receipt.
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## Support

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

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