

Section 2: Strategy and design based on a solution design reference (SDR) (6%)

The **Strategy and design based on a solution design reference** section of the exam will test your ability to:

- Interpret a Solution Design Reference to develop efficient code for data capture
- Use the Tech Spec for populating data objects

Report Suite Manager

Conversion Variables (eVars)

The Custom Insight Conversion Variable (or eVar) is placed in the Adobe code on selected web pages of your site. Its primary purpose is to segment conversion success metrics in custom marketing reports. An eVar can be visit-based and function similarly to cookies. Values passed into eVar variables follow the user for a predetermined period of time.

Learn more about [Conversion Variables \(eVars\)\(opens in a new tab\)](#).

Dimensions

eVar

eVars are custom variables that you can use however you like. If you have a solution design document, most dimensions specific to your organization end up as eVars, additional to the default dimension available with Adobe Analytics, like 'Page Name', 'Referring Domain', 'Channel'.

Learn more about the [eVar\(opens in a new tab\)](#) dimension.

UI guides

Data elements

Data elements are the building blocks for your data dictionary (or data map). Use data elements to collect, organize, and deliver data across marketing and ad technology.

Learn more about [data elements\(opens in a new tab\)](#).

General

You should review the [Adobe Launch Cheat Sheet\(opens in a new tab\)](#).