Adobe Analytics Business Practitioner
Adobe Certified Expert Exam Guide

Exam number: 9A0-381

About Adobe Certified Expert Exams

To be an Adobe Certified Expert is to demonstrate expertise in helping clients realize value in an 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 Adobe Analytics Business Practitioner Exam Structured?

- Number of questions: 59
- Time limit: 85 minutes
- Passing score: 71%

How Do I Register for the Exam?

Our exams are delivered worldwide by Pearson VUE.

- Exam name: Adobe Analytics Business Practitioner
- Exam number: 9A0-381
- Exam cost: $180 (US Dollars)

To register for the exam at a Pearson VUE testing center:

1. Visit Adobe's landing page on the Pearson VUE website: http://www.pearsonvue.com/adobe/
2. Sign in with your Pearson VUE account, or select "Create an Account" if you are new to Pearson VUE.
3. Select "View Exams"
4. Find and select your desired exam
5. Click on the Schedule this Exam button
6. Select "Schedule this Exam"

7. Choose a date and time for your exam

8. Click on Proceed to Checkout

9. Review and click the checkbox to agree to the exam policies, then click Next

10. Choose your method of payment. If you have a voucher or promotion code, Click on the Add Voucher or Promo Code and enter the voucher number into the text box and click Apply

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

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

- Collecting data

- Running reports

- Interpreting reports

- Creating custom reports

- Distributing reports

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

- **Collecting data**
  You should be able to identify page tags, understand server calls and report suites

- **Running reports**
  You should be able to configure reports and graphs. You should be able to view ranked versus trended reports, break down reports, and understand segmenting reports

- **Interpreting reports**
  You should be able to understand the difference between dimensions and metrics, traffic and conversion reports. You should also have an understanding of basic web metrics and participation metrics.

- **Creating custom reports**
  You should be able to create bookmarks and dashboards, extract data, add comments to reports, add alerts, add targets, and calendar invites. You should also be able to use report builder.

- **Distributing reports**
  You should be able to create scheduled reports and dashboards. Given a scenario, you should be able to choose the appropriate method for sharing 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
Collecting data	10%
Running reports	40%
Interpreting reports	22%
Creating custom reports	14%
Distributing reports	14%

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:

- Interpret reports and numbers
- Configure reports, dashboards, and alerts
- Analyze and suggest proposed actions based on reports
- Organize and distribute reports to different groups
- Answer ad-hoc questions from other users
- Create segments
- Communicate findings and drive action

You should also be familiar with Internet browsers, Microsoft Excel, and a packet monitor. You should also be comfortable working in the Windows, Mac OSX, and Linux environments.

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:

- Minimum 2 years' experience/background in web development, analytics, or statistics

- Has a marketing background, or comes from a marketing role.

- Has a basic understanding of web analytics metrics.

- Understands the value of web technologies.

- Can translate business requirements into metrics of KPIs.

- Can interpret reports and communicate results.

- Can propose a course of action based on an analysis of reports.

- Has a basic understanding of statistics.

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 Campaign. 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

Partners at the Business Level and above are eligible to receive additional training through Adobe Partner Enablement. To access these courses, you will need to log into the Adobe Partner Training Center with your personal log-in. For more information about the Adobe Partner Training Center and instructions on how to access the training courses, refer to the Adobe Partner Exchange.

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.

- Adobe Analytics

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
Collecting data		
I can identify page tags		
I understand server calls		
I understand report suites		
Topic	**Yes**	**No**
Running reports		
I can configure reports		
I can configure graphs		
I can view ranked versus trended reports		
I can break down reports		
I can segment reports		
I can create calculated metrics		
I can add metrics to a report		
I can identify classified reports		
I can configure user settings		
Topic	**Yes**	**No**
Interpreting reports		
I can understand the difference between dimensions and metrics		
I understand the difference between traffic and conversion reports		
I can understand basic web metrics		
I can understand participation metrics		
Topic	**Yes**	**No**
Creating custom reports		

	Yes	No
I can create bookmarks		
I can create dashboards		
I can extract data		
I can add comments to the reports		
I can add alerts		
I can calendar events		
I can add targets		
I can use report builder		
Topic	**Yes**	**No**
Distributing reports		
I can create scheduled reports and dashboards		
Given a scenario, I can choose the appropriate method for sharing reports		

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. **Which two are attributes of a Rollup Report Suite? (Choose three.)**

    A. Cheap or Free
    B. Compiles data nightly
    C. Includes breakdown reports
    D. Aggregates historical data

2. **You have a large organization with multiple divisions and want to restrict the data that your analysts see to their own division. Which would be the preferred way of doing this?**

    A. Create division specific segments and assign each analyst to their appropriate segment
    B. Create separate report suites by division and assign each analyst access rights to their appropriate report suite
    C. Create datasets in a rollup report suite and assign each analyst to their appropriate dataset
    D. Create ASI slots for each division from your global report suite and assign each analyst access rights to their appropriate ASI slot

3. **In a Trended report, what is the smallest time frame that the report can be viewed by?**

    A. 30 minutes
    B. Hour

C. Day

D. Week

4. **In a data dimension report that is trended, what is the maximum allowed items and metrics?**

   A. 30 items, 10 metrics

   B. 15 items, 10 metrics

   C. 5 items, 1 metric

   D. 1 item, 5 metrics

5. **Which three are attributes of Bookmarks? (Choose three.)**

   A. Bookmarks must be assigned to a folder in Manage Bookmarks

   B. Bookmarks are shared by specifically picking the users you want to see your report

   C. Bookmarks can be displayed as your login view

   D. Bookmarks can be added to your Dashboard Player

6. **What is the difference between adding a standard reportlet versus a custom reportlet to a Dashboard?**

   A. Standard reportlets are added from within the Dashboard while custom reportlets are added from the tool bar of the source report and then inserted into the Dashboard

   B. Custom reportlets are added from within the Dashboard while standard reportlets are added from the tool bar of the source report and then inserted into the Dashboard

   C. Standard reportlets must first be bookmarked before being added to a Dashboard while custom reportlets do not

   D. Custom reportlets must first be bookmarked before being added to a Dashboard while standard reportlets do not

7. **What are the two different kinds of alerts? (Choose two.)**

   A. Item-based alerts

   B. Segment-based alerts

   C. Metric-based alerts

   D. Target-based alerts

8. **What is a Calendar Event?**

   A. A Conversion Event metric flag that shows on your Site Metric reports

   B. A note in your ranked report graph that states why a metric is abnormal

   C. A marker in a trended report that notes real-world events that may effect the metrics

   D. A customizable alert that shows on a trended report when alert criteria is met

9. **You want to quickly schedule a custom report that will be delivered every day at 9:00 am beginning with the following Monday. The report was previously bookmarked with all of the correct settings. What is the most efficient way to schedule the report for delivery?**

   A. Run the bookmarked report, click Send, and select Advanced Delivery options to set the report delivery schedule
   B. Run the bookmarked report, click Send and choose Daily (Each morning at 9:00 am) from the Scheduling dropdown
   C. Run the bookmarked report, add it to a Dashboard and select Advanced Delivery options to set the report delivery schedule
   D. Run the bookmarked report, download the report and send it at 9:00 am Monday morning

10. **You want to send a "profitability" dashboard to all employees once a week every Monday at 7:00 am before your weekly team meeting. Which is the most efficient way to do this?**

    A. Every Monday run the report and send everyone a Link to this Report
    B. Every Monday open the Dashboard, Select Send, Scheduling, Send Immediately
    C. Simple Delivery Options, Daily – Each Morning at 9:00 am
    D. Advanced Delivery Options, Scheduling Options, Delivery Frequency

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. **Which is the correct syntax for a serialized event?**

    Correct Answer: B - s.events="event6:1234abcd"

1. **Which two are attributes of a Rollup Report Suite? (Choose three.)**

    Correct Answer: A - Cheap or Free
    Correct Answer: B - Compiles data nightly
    Correct Answer: D - Aggregates historical data

2. **You have a large organization with multiple divisions and want to restrict the data that your analysts see to their own division. Which would be the preferred way of doing this?**

    Correct Answer: B - Create separate report suites by division and assign each analyst access rights to their appropriate report suite

3. **In a Trended report, what is the smallest time frame that the report can be viewed by?**

    Correct Answer: B - Hour

4. **In a data dimension report that is trended, what is the maximum allowed items and metrics?**

    Correct Answer: B - 5 items, 1 metric

5. **Which three are attributes of Bookmarks? (Choose three.)**

    Correct Answer: A - Bookmarks must be assigned to a folder in Manage Bookmarks
    Correct Answer: C - Bookmarks can be displayed as your login view
    Correct Answer: D - Bookmarks can be added to your Dashboard Player

6. **What is the difference between adding a standard reportlet versus a custom reportlet to a Dashboard?**

    Correct Answer: B - Custom reportlets are added from within the Dashboard while standard reportlets are added from the tool bar of the source report and then inserted into the Dashboard

7. **What are the two different kinds of alerts? (Choose two.)**

   Correct Answer: A - Item-based alerts
   Correct Answer: C - Metric-based alerts

8. **What is a Calendar Event?**

   Correct Answer: C - A marker in a trended report that notes real-world events that may effect the metrics

9. **You want to quickly schedule a custom report that will be delivered every day at 9:00 am beginning with the following Monday. The report was previously bookmarked with all of the correct settings. What is the most efficient way to schedule the report for delivery?**

   Correct Answer: B - Run the bookmarked report, click Send and choose Daily (Each morning at 9:00 am) from the Scheduling dropdown

10. **You want to send a "profitability" dashboard to all employees once a week every Monday at 7:00 am before your weekly team meeting. Which is the most efficient way to do this?**

   Correct Answer: D - Advanced Delivery Options, Scheduling Options, Delivery Frequency

Support

For information on certification visit the Adobe Partner Exchange website. To contact us, please send an email to Partner Certification