C2080-474^{Q&As}

IBM Tealeaf Customer Experience Management V8.7 Business Analysis

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QUESTION 1

A dimension may be populated by a hit attribute for its value under which circumstances?

A. The hit attribute value is available when the event it is applied to fires.

B. The hit attribute value is available any time before the event it is applied to fires.

C. The dimension is being applied to an event set to evaluate first hit of session.

D. The dimension is being applied to an event set to evaluate at the end of session.

Correct Answer: A

QUESTION 2

A business process consists of four pages: Page1.html Page2.html Page3.html Page4.html An analyst is tasked with building a scorecard for this business process. Successful business process traffic flow requires users to proceed from Page1 to Page2 then to Page3 and finally to Page4 in order. The analyst begins by building simple page events that detect when each of the pages are displayed to the user. There is an event that detects when Page1 is displayed, another that detects Page2, Page3 and so on. Assuming that the Business process start event is the Page1 event, what must be done to verify that the scorecard does NOT grade fragmented business process sessions?

A. For every step in the process, add the previous step event to each current event.

B. For every step of the process, verify that the final step is present in the session.

C. For every step in the process, verify that the previous step exists in the session.

D. For every step of the process, verify that each of the previous page events are present in the session.

Correct Answer: D

QUESTION 3

A travel site wants to know the absolute potential and absolute revenue of email campaigns. Each of the dozen campaigns sent weekly is designated by a unique campaign code. Potential and actual revenue may be recorded from the site\\'s cart. Which two should be configured as dimensions for this Report?

A. Cart views

B. Actual revenue

C. Campaign code

D. Potential revenue

E. Purchase success

Correct Answer: CE

QUESTION 4

Which session list command is used to export session data?

A. Download All

B. Export Segment

C. Analyze Segment

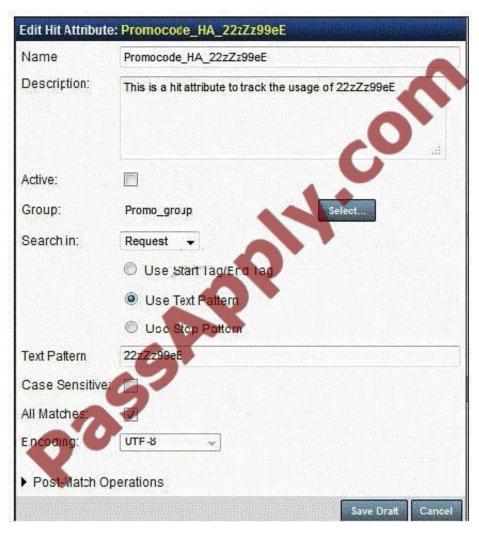D. Manage Segments

Correct Answer: A

QUESTION 5

An analyst is validating an existing hit attribute to find the exact promocode text ?2zZz99eE? The business team indicates that the report is not showing the usage of this promocode. They can see from other systems that users are entering the promocode onto the website and completing purchases successfully.

The hit attribute is configured as follows:

Which setting should be changed?

A. Active

B. Encoding

C. Text Pattern

D. Case Sensitive

Correct Answer: A

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