



C2080-474^{Q&As}

IBM Tealeaf Customer Experience Management V8.7 Business Analysis

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QUESTION 1

A retail business wants to see a single report that shows how much revenue is coming from each of its ten affiliates. How would they construct the event for this report?

- A. A first hit event that records revenue broken out by an affiliate dimension.
- B. An end of session event that records revenue broken out by an affiliate dimension.
- C. A first hit event that records the affiliate name broken out by a revenue dimension.
- D. An end of session event that records the affiliate name broken out by a revenue dimension.

Correct Answer: B

QUESTION 2

Refer to the following alert configuration:

Edit Alert: Purchase Confirmed - Unusual Variation

Name: Purchase Confirmed - Unusual Variation

Group: Select...

Active

Configuration | Notification | Blackout

Alert Type: Mean

Event: x Purchase Confirmed

Threshold: 25 % of Mean

Direction: Negative

Interval: 10 minutes

Reset: 10 minutes

Enable Warnings:

Threshold: 25 % of Mean

Reset: 10 minutes

Save Draft | Cancel

Which statement describes the behavior of this alert?

- A. It fires when the event count for the last 10 minutes is 25% greater than for the 10 minutes prior to that.



- B. It fires when the event count for the last 10 minutes is 25% lower than the mean value for the previous day.
- C. It fires when the event count for the current minute is 25% greater than the mean value for the previous day.
- D. It fires when the event count for the current minute is 25% lower than the mean value for the previous 10 minutes.

Correct Answer: D

QUESTION 3

An event modeler is tasked with detecting when a user types in their login ID and their email into a form. Which step will allow the modeler to complete this task?

- A. Create one hit attribute to look for login ID and another hit attribute to look for the mail? both in the request buffer
- B. Create one hit attribute to look for login ID and another hit attribute to look for the mail? both in the response buffer
- C. Create one hit attribute to look for both login ID and mail in the request buffer
- D. Create one hit attribute to look for both login ID and mail in the response buffer

Correct Answer: A

QUESTION 4

A wireless company is considering adding the zPhone to its lineup of supported phones. They have events reporting on number of sessions, cart start and cart abandonment. Which two dimensions could be added to these events to understand user demand for the zPhone?

- A. Browser
- B. Traffic type
- C. Search term
- D. Browser version
- E. Mobile device brand

Correct Answer: CE

QUESTION 5

Following customer reports of an error on the web site, a hit attribute is created to look for the error text "Error 500 - try again later" in the response on every page. Management has requested a report on the number of sessions affected by the error. This requires creating an event with the above hit attribute as the condition and a value type of "Count Only". Which tracking option should be selected for this event?

- A. Final Value
- B. Cumulative Value



C. First Per Session

D. Every Occurrence

Correct Answer: C

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