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QUESTION 1

How many product affinity type algorithms does Intelligent Offer Support?

- A. 4
- B. 6
- C. 3
- D. 16

Correct Answer: A

QUESTION 2

What work is required before a client can begin using Coremetrics AdTarget to syndicate data to partners?

- A. Deploy the applicable tag libraries of each AdTarget Partner with whom the client wishes to syndicate data.
- B. Deploy Coremetrics registration tagging.
- C. Deploy and AdTarget version of the Coremetrics tag library file eluminate.js and in some cases deploy an updated version of cmdatatagutils.js.
- D. Provide a written request for syndication activation with each AdTarget partner with whom the client wishes to syndicate data.

Correct Answer: C

QUESTION 3

Which of the following Coremetrics applications support retargeting (importing visitor segment definitions) with LIVEmail?

- A. Coremetrics Explore
- B. Coremetrics Social
- C. Coremetrics Intelligent Offer
- D. None of the above.

Correct Answer: A

QUESTION 4

What are the main functions of the Category Definition File?



- A. Map category names to category IDs and define category hierarchy.
- B. Map category names to category IDs.
- C. Define category hierarchy.
- D. Determine which category ID values are accepted or rejected.

Correct Answer: A

QUESTION 5

Which of the following is NOT a standard report category?

- A. Affinities
- B. Exposure
- C. Geography
- D. Distribution

Correct Answer: C

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