P2080-099^{Q&As}

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QUESTION 1

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 2

What are personalized Dynamic recommendations for each user based on?

A. Personalization data stored in the users browser cookie.

B. Wisdom of the crowd algorithms.

C. Both A and B above

D. Randomly picked products for each user.

Correct Answer: C

QUESTION 3

Which Analytics reports support multi-level category structures (more than 1 category level)?

A. Merchandising Report.

B. Topline Summary and Clickstream.

C. Merchandising and Page Categories.

D. None.

Correct Answer: C

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 Coremetrics industry vertical deployments does NOT support LIVEmail Best Practice program export types?

A. Content

B. Financial Services

C. Travel

D. Content-Commerce

Correct Answer: A

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