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IBM Tealeaf Customer Experience Management V8.7 Business Analysis

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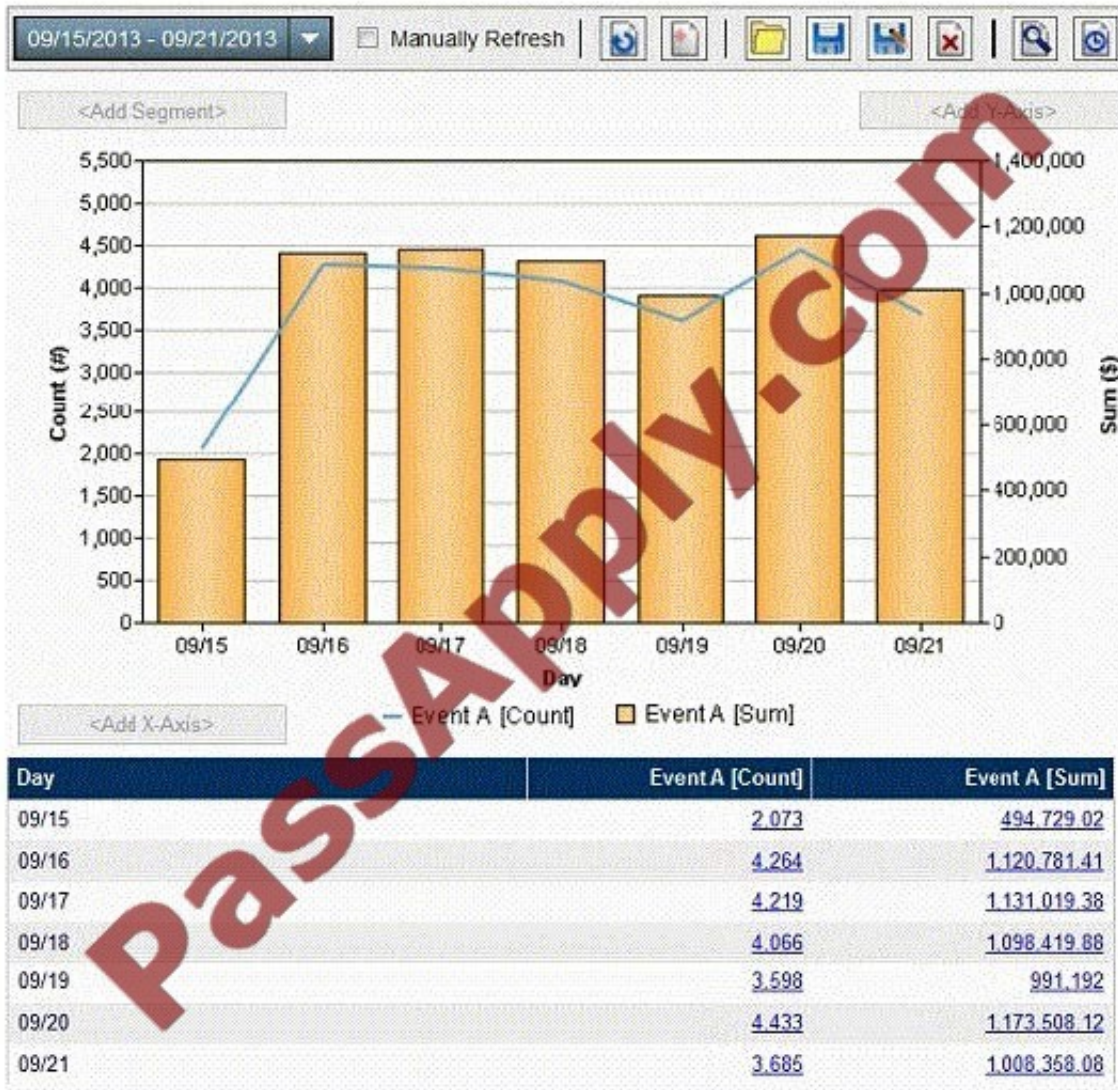Following Questions and Answers are all new published by IBM Official Exam Center

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QUESTION 1

A marketing team would like to understand the effectiveness of their campaigns. A business analyst creates a report table to distribute to the marketing team. The analyst configures the report using Event A as follows, where Event A tracks purchase attempts when a campaign code is submitted.

Day	Event A [Count]	Event A [Sum]
09/15	2.073	494.729.02
09/16	4.264	1.120.781.41
09/17	4.219	1.131.019.38
09/18	4.066	1.098.419.88
09/19	3.598	991.192
09/20	4.433	1.173.508.12
09/21	3.685	1.008.358.08

The marketing team wants to know the following information, by campaign code:

1.how often visitors make a purchase, as well as the purchase amount1.how often visitors make a purchase, as well as the purchase amount

2.how often visitors are abandoning their cart after a campaign code fails, including the abandoned cart amount. This is so that they can determine the business impact for remarketing.

They want the information on valid campaign codes, and should not have to filter the report results.

The analyst proceeds to add the dimensions for this report. The dimensions that are available for the report are:

- Dimension 1 captures the value "Yes" if the purchase was successful and captures the value "No" if the purchase was

not successful?Dimension 1 captures the value "Yes" if the purchase was successful and captures the value "No" if the purchase was not successful

-

Dimension 2 captures "Whitelist Only" values for the coupon code

-

Dimension 3 captures "Whitelist + Observed Values" for the coupon code?

What should the analyst do to apply dimensions to this report?

A. Add Dimension 1 to ; add Dimension 2 to

B. Add Dimension 1 to ; add Dimension 3 to

C. Add Dimension 1 to ; add Dimension 2 to

D. Add Dimension 1 to ; add Dimension 3 to

Correct Answer: C

QUESTION 2

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 3

The marketing department wants to track the value of goods in the shopping cart at the moment when customers abandon, in order to develop a report on the total revenue currently lost through abandonment. An event has been created to identify and store the value of the shopping cart present in the response. Which tracking option should be used for this event?

A. First Per Session

B. Last Per Session

C. Cumulative Value

D. Every Occurrence

Correct Answer: B

QUESTION 4

An analyst for an online bank is interested in identifying when customer failure rates for scheduling a bill payment may be due to a problem specific to a browser version. The analyst wants to be able to trend bill payment failure rates by browser version over time. Browser versions are constantly changing, so the analyst wants to use a dimension to track the browser version automatically for every session where the customer was not able to successfully complete a bill payment schedule. Which dimension configuration should the analyst use to track the browser version for this scenario?

A. Set the Values to Record field to "Whitelist Only".

B. Set the Values to Record field to "Whitelist + Observed Values".

C. Set the Values to Record field to "Whitelist Only", then click the Edit Whitelist button and add values.

D. Set the Values to Record field to "Whitelist Only", click the Edit Whitelist button and add values, then click the Edit Blacklist button and addvalues.

E. Set the Values to Record field to "Whitelist + Observed Values", click the Edit Blacklist button and add values.

Correct Answer: B

QUESTION 5

Which two allow users to replay sessions?

A. Tealeaf Movie

B. Webkit Engine

C. RealiTea Viewer

D. Cross Browser Inspector

E. Browser-Based Replay (BBR)

Correct Answer: CE

QUESTION 6

Which two report components are part of the Technical Site Metrics dashboard?

A. Session Count

B. Conversion Rate

C. Page Generation

D. Customer Experience KPI

E. Checkout Process Scorecard

Correct Answer: AC

QUESTION 7

A business analyst needs to create an event that fires only when a user types in "tea" into a form when on page Z. There are two events already configured which will be used for this new event. Event A tracks page Z and Event B tracks the input of ea?configured which will be used for this new event. Event A tracks page Z and Event B tracks the input of ?ea? In the Event Creation Wizard, what must be set as the evaluator for the new event condition to fire correctly?

A. Any

B. All

C. Last Hit

D. Distance Between

Correct Answer: B

QUESTION 8

A developer needs to create an alert based on dimensional data. The alert should only monitor statistically significant changes appearing in that data set. Which type of alert should be used?

A. Event Alert

B. Canister Alert

C. Portal Status Alert

D. Top Mover Report Alert

Correct Answer: D

QUESTION 9

A developer is tasked with creating canister alerts that warn of unindexed session counts growing to over 500. Which alert function should be selected in the alert creation dialog?

A. System

B. Positive

C. Negative

D. Canister Default

Correct Answer: B

QUESTION 10

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

QUESTION 11

Which privacy location stops sensitive data from entering the IBM Tealeaf system?

A. PCA

B. UI Capture

C. On Demand

D. Windows Pipeline

Correct Answer: B

Topic 2, Volume B

QUESTION 12

What is a limitation of Ratio Reports?

A. Functions cannot be added to Ratio Reports.

B. Event counts and sums cannot be used in combination.

C. Drill-down searches from the grid table are not available.

D. The denominator must always be larger than the numerator.

Correct Answer: C

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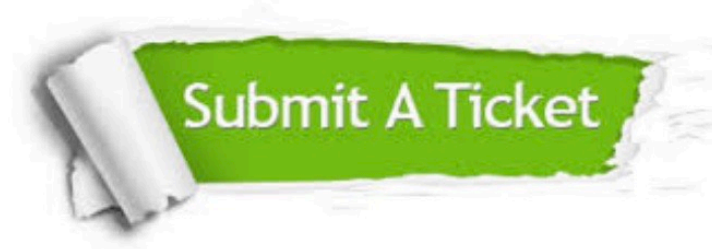To Read the Whole Q&As, please purchase the Complete Version from Our website.

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