



P2080-099^{Q&As}

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QUESTION 1

Which of the following is NOT a standard report category?

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

Correct Answer: C

QUESTION 2

Which of the following activities are you able to do with Workbooks, provided you have the appropriate access rights?

- A. Share the workbook with other user groups.
- B. Download the workbook into a multi-tabbed spreadsheet.
- C. Cache it to speed its load time.
- D. All of the above.

Correct Answer: D

QUESTION 3

Which of the following is NOT an optional Explore module?

- A. Impression Attribution
- B. Multi-Channel
- C. Profile
- D. Lifecycle

Correct Answer: C

QUESTION 4

What is the Coremetrics TagBar?

- A. A plug-in for Internet Explorer that displays Coremetrics Tag information for a given page.
- B. The main reporting interface for Coremetrics.



- C. A plug-in for Opera that displays Coremetrics Tag information for a given page.
- D. An interface that displays an individual list of tags collected by the test system.

Correct Answer: A

QUESTION 5

Which of the following is not a Standard AdTarget segment (i.e., one segment definition that is not provided by default within the application)?

- A. Direct Load Visitors
- B. Email Visitors
- C. New Session Visitors
- D. Natural Search Visitors

Correct Answer: B

QUESTION 6

What is a report segment?

- A. A filter that limits the rows in a report to just those matching the specified column and/or metric criteria.
- B. A filter that limits the report to only data associated with visitor sessions that match the criteria.
- C. A saved report view.
- D. A chart type.

Correct Answer: B

QUESTION 7

Where can Date Annotations be viewed?

- A. Dashboards
- B. Report trend views
- C. Insights reports
- D. Heatmap reports

Correct Answer: B



QUESTION 8

Which of these languages does Coremetrics not currently support?

- A. Spanish
- B. German
- C. Korean
- D. French

Correct Answer: C

QUESTION 9

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 10

Which of the below is NOT a currently supported report in AdTarget?

- A. Performance Report
- B. Vendor Report
- C. Campaign Zoom Report
- D. None of the above.

Correct Answer: B

QUESTION 11

How many product affinity type algorithms does Intelligent Offer Support?

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



D. 16

Correct Answer: A

QUESTION 12

What is the maximum number of Partners a client is allowed to syndicate data to simultaneously via AdTarget?

A. 3

B. 4

C. 5

D. No limit.

Correct Answer: A

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