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QUESTION 1

Why would a business analyst drag and drop column headers in a session list?

A. To display a session summary

B. To add a new data column to the column header

C. To display the sessions that meet the filter criteria

D. To group sessions according to the values in the column

Correct Answer: D

QUESTION 2

A Ratio Report shows the fraction of all session which are mobile sessions. An event called "Session Count" counts the total number of sessions. Another event called "Mobile Session" counts mobile session. How should the ratio be configured in the Report Builder?

A. "Mobile Session" as the numerator, tick the "All Sessions" checkbox

B. "Mobile Session" as the denominator, tick the "All Sessions" checkbox

C. "Mobile Session" as the numerator, "Session Count" as the denominator

D. "Mobile Session" as the denominator, "Session Count" as the numerator

Correct Answer: C

QUESTION 3

A dimension may be populated by a hit attribute for its value under which circumstances?

A. The hit attribute value is available when the event it is applied to fires.

B. The hit attribute value is available any time before the event it is applied to fires.

C. The dimension is being applied to an event set to evaluate first hit of session.

D. The dimension is being applied to an event set to evaluate at the end of session.

Correct Answer: A

QUESTION 4

A bank wants to learn more about potential customers applying for a mortgage online. In particular, they want to understand regional success rates on mortgage applications.

They have created events to capture the following information from the application process:

-

Applicant postal code

-

Applicant IP address

-

Loan amount

-

Loan type

-

Application abandoned

Which event configurations would create a report to help them understand mortgage applicants from different regions?

A.

IP address event with dimensions on postal code, loan type, loan amount

B.

Postal code event with dimensions on IP address, loan type, loan amount

C.

Application abandoned event with dimensions on postal code, loan amount

D.

Loan amount event with dimensions on postal code, application abandoned

Correct Answer: D

QUESTION 5

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

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