000-474$^{Q\&As}$

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QUESTION 1

What is a hit?

A. A response

B. A user impact

C. A request and response

D. An attribute and dimension

Correct Answer: C

QUESTION 2

A developer has a business process that has been defined in a scorecard. The scorecard functions as expected and shows grades for each subsequent step as well as the overall completion of the process, abandonment and failure of key

steps. During the weekend the e- commerce team has applied a release that made a few modifications to the checkout process.

The changes included:

-New Tags for the Tag management system.

-

A new set of images for the site.

-

A change in the CSS file that controls the formatting of the checkout form.

-

A change in the cart checkout function timeout.

Although other site functionalities have not changed, and there have been no increases in user complaints, the abandonment rate as reported by the scorecard has tripled. What could be the cause of this change in the scorecard abandonment rate?

A. The new tags are interfering with checkout completion.

B. The end process event has been invalidated by the page image changes.

C. The new application timeout does not equal the canister session idle timeout.

D. The CSS file changes are interfering with the processing of the checkout page.

Correct Answer: C

QUESTION 3

An online retailer has been promoting high end product categories on their site, in an attempt to increase the average order value. An analyst at the online retailer is responsible for optimizing the conversion funnel and wants to analyze abandonment for visitors with high cart values ($500 or higher). The analyst also wants to be able to compare this segment of abandoned visitors to abandoned visitor segments with moderate cart values (>=$100 and

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