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QUESTION 1

If you want to compare the completion of two objectives based on a filter, what report would you use?

A. Visitor behaviour report

B. Referring sources report

C. Goal completion report

D. Goal comparison report

Correct Answer: D

QUESTION 2

Which ingredient shows a visitor products or content based on a `people like me\\' algorithm?

A. Similar Items

B. Trending

C. Co-Browse

D. Collaborative Filtering

Correct Answer: D

QUESTION 3

Which ETL Feed is used to bring Campaign tracking data from Marketing Cloud messaging and Journeys or Pardot?

A. External Email Campaign Events ETL

B. Transaction ETL

C. Product ETL

D. Manual Segment ETL

Correct Answer: A

QUESTION 4

When should you define goals and filters?

A. After launching a campaign that you want to measure against a goal or filter

B. Over time, when you have something new you want to meausure

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3 / 4

C. When you are reviewing campaign statistics for a published campaign

D. Before launching a campaign that you want to measure against a goal or filter

Correct Answer: C

QUESTION 5

Which two successs metrics can a company achieve with IS their web channel?

A. Increase in first time visitor

B. Increase in conversion rate

C. Increase in organic search ranking

D. Increase in revenue

Correct Answer: BC

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4 / 4