



P2080-099^{Q&As}

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QUESTION 1

What is the offsite Marketing Campaign URL parameter?

- A. cm_marketing
- B. cm_mark
- C. marketingID
- D. cm_mmc

Correct Answer: D

QUESTION 2

Which of the following Coremetrics applications listed below does NOT support retargeting (importing visitor segment definitions into AdTarget)?

- A. Coremetrics Lifecycle
- B. Coremetrics Explore
- C. Coremetrics Search
- D. None of the above.

Correct Answer: A

QUESTION 3

When using API, in which of the following formats can clients gain access to most reports (including views with saved filters and segments)?

- A. CSV Only
- B. XML Only
- C. XLS Only
- D. XML, JSON, XLS, or CSV

Correct Answer: D

QUESTION 4

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 5

What is the purpose of the review? functionality? What is the purpose of the? review? functionality?

- A. Ability to preview how product recommendations are made for a given target product based on current algorithms and business rules.
- B. Ability to preview the UI of product recommendations.
- C. Ability to preview the product recommendations that will be made in the coming days.
- D. Ability to preview what recommendations were made in the recent past.

Correct Answer: A

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