P2080-099^{Q&As}

IBM Coremetrics Technical Mastery Test v1

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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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