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# 100% Money Back Guarantee

Vendor: IBM

Exam Code: 000-N34

Exam Name: IBM Tealeaf Technical Mastery Test v1

Version: Demo

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#### **Question No: 1**

What can not be displayed in a Dashboard?

- A. Events
- **B.** Scorecards
- C. Top Mover Reports
- **D.** Reports broken down by time

**Answer: A** 

#### **Question No: 2**

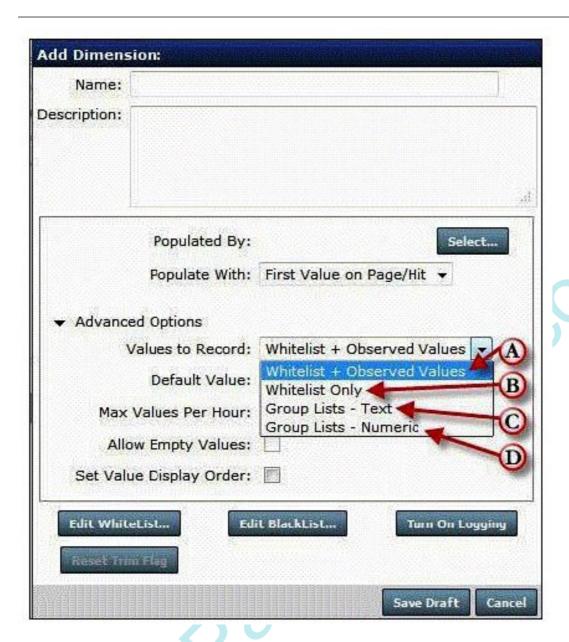
You are designing an Event on the payment step of a checkout flow for a business process scorecard. To ensure the scorecard is accurate, it is important that the Event:

- A. Counts only the first or last occurrence
- B. Counts every occurrence
- C. Records the cart value
- **D.** Never counts any occurence

**Answer: A** 

#### **Question No: 3**

Looking at the image,



which Value to Record would you use to combine individual product codes so they are displayed in reports as product areas?

- A. Whitelist + Observed Values
- **B.** Whitelist Only
- C. Group Lists TextC.Group Lists Text
- D. Group Lists NumericD.Group Lists Numeric

**Answer: C** 

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A \_\_\_\_\_ is defined as an Event (or set of Events) that defines an error that causes

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the visitor to drop off the process, as defined in a business process scorecard.

- A. Abandonment Step
- **B.** Failure Step
- C. Missing Step
- D. Proceed Step

**Answer: B** 

#### **Question No:5**

To build Reports, which of the following is required?

- A. RTV
- B. Search
- C. Events
- D. Dimensions

**Answer: C** 

#### **Question No: 6**

When an Event fires, what value is ALWAYS recorded?

- A. Count
- B. Text Value
- C. Numeric Value
- D. Distance

**Answer: A** 

#### **Question No:7**

What questions should you NOT ask to define an event?

- **A.** How will the event be used?
- **B.** Where is the data displayed?

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\_\_\_\_\_\_

- C. How should the event be counted and valued
- D. None of the above

**Answer: D** 

#### **Question No:8**

What is the first step in planning a business process scorecard?

- **A.** Create or identify existing Events for each step in the process.
- B. Identify a business process
- C. Configure the process scorecard
- D. Determine the steps that indicate the start, middle, and end of the process

**Answer: B** 

#### **Question No:9**

When Events fire, what happens:

- A. A counter is incremented that tracks the occurrence of the Event for Reports
- B. An Event value can be set and saved in the session data
- C. Dimension values can be set and saved in the session data
- **D.** All of the above

**Answer: D** 

#### **Question No: 10**

Which type of Struggle Event looks for a user landing on a page multiple times?

- A. Sequence Event
- **B.** Thrashing Event
- C. Distance Event
- D. Purchase Event

**Answer: B** 

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#### **Question No: 11**

A Top Mover can track:

- A. The process scorecard events that fire most frequently
- B. The KPI scorecard ratios that are the highest
- C. The Events or ratios that deviate most from historical averages
- **D.** Site resources that have moved to a different directory

**Answer: C** 

#### Question No : 12

Tealeaf uses \_\_\_\_\_ to look for patterns and values that may then be recorded by an Event.

- A. Dimensions
- **B.** Report Groups
- C. Hit Attributes
- D. Whitelists

**Answer: C** 

#### **Question No: 13**

Session Attributes describe:

- A. Specific Text String
- B. Count
- C. A Trait or Component of a session
- D. Distance

**Answer: C** 

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#### Question No: 14

You want to investigate an increase in shopping cart abandonment. Which type of sessions should you search when looking for examples of sessions with abandoned shopping carts?

- A. Active Sessions
- **B.** Completed Sessions
- C. All Sessions
- **D.** All of the above

**Answer: B** 

#### **Question No: 15**

Looking at the image,

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