P2080-099^{Q&As}

IBM Coremetrics Technical Mastery Test v1

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QUESTION 1

What is a report segment?

A. A filter that limits the rows in a report to just those matching the specified column and/or metric criteria.

B. A filter that limits the report to only data associated with visitor sessions that match the criteria.

C. A saved report view.

D. A chart type.

Correct Answer: B

QUESTION 2

Which statement regarding AdTarget ctive-Test?mode is NOT true?Which statement regarding AdTarget? ?ctive-Test?mode is NOT true?

A. Active-Test mode disables syndication for all visitors except those that have set a test cookie in the browser from which they will be conducting tests.

B. Active-Test mode is automatically enabled when a Partner approves a client request for syndication via the AdTarget UI.

C. Active-Test mode should be used by both the Partner and Client organizations to ensure data syndication is performing as expected before promoting syndication to Active.

D. Either the Client or the Partner is allowed to promote AdTarget syndication from Active- Test to Active.

Correct Answer: D

QUESTION 3

What are the limitations of number of top-level categories and number of children for any given category?

A. 100 and 100

B. 100 and Unlimited

C. Unlimited and Unlimited

D. 10,000 and 10,000

Correct Answer: C

QUESTION 4

How are CDF files loaded into Coremetrics Analytics/Explore?

A. FTP

B. Directly through the Coremetrics Import interface.

C. Email

D. Via FTP or directly through the Coremetrics Import interface.

Correct Answer: D

QUESTION 5

Which of the following Coremetrics industry vertical deployments does NOT support LIVEmail Best Practice program export types?

A. Content

B. Financial Services

C. Travel

D. Content-Commerce

Correct Answer: A

QUESTION 6

Which file formats are acceptable for the Enterprise Product Report data loading?

A. pdf

B. csv

C. txt

D. All of the above.

Correct Answer: B

QUESTION 7

When is a Technical Properties tag sent?

A. On every page.

B. On the home page only.

C. On special promotion pages.

D. On the first page of a session.

Correct Answer: D

QUESTION 8

Which of the following is NOT an optional Explore module?

A. Impression Attribution

B. Multi-Channel

C. Profile

D. Lifecycle

Correct Answer: C

QUESTION 9

What is the Coremetrics TagBar?

A. A plug-in for Internet Explorer that displays Coremetrics Tag information for a given page.

B. The main reporting interface for Coremetrics.

C. A plug-in for Opera that displays Coremetrics Tag information for a given page.

D. An interface that displays an individual list of tags collected by the test system.

Correct Answer: A

QUESTION 10

Where would a client user identify the current state of a Partner syndication in AdTarget?

A. Via mouse over of any AdTarget Partner logo in the full list of Partners in the accordion navigation menu of AdTarget.

B. Via mouse over of any Partner logo docked in the ntegrate with Coremetrics?bar.

C. Via the Manage > Partner Syndications page

D. All of the above.

Correct Answer: D

QUESTION 11

Which type of recommendation deployment supports A/B testing?

A. Flat-file recommendations .

B. Dynamic recommendations.

C. Both

D. Both, but only one can be used at a time.

Correct Answer: B

QUESTION 12

How can you toggle to different Client IDs (site specific customer datamarts) within the Coremetrics interface?

A. Use the site toggle feature in the application header.

B. Use the application toggle feature in the application header.

C. Access the site via My Profile.

D. None of the above.

Correct Answer: A

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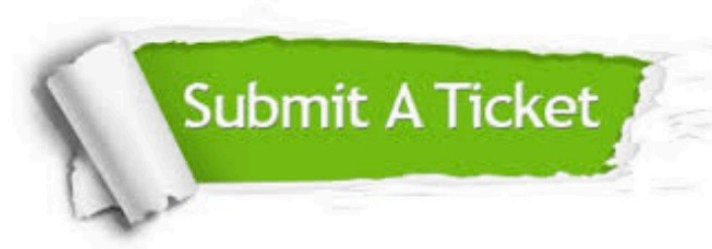Multi-Platform capabilities - Windows, Mac, Android, iPhone, iPod, iPad, Kindle

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