000-474 ^{Q&As}

IBM Tealeaf Customer Experience Management V8.7,Business Analysis

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QUESTION 1

A business analyst creates an event with multiple conditions that uses one or more step-based events. The event must be set to be evaluated at which interval?

A. Every Hit

B. Every Step

C. After Every Hit

D. First Hit of Session

Correct Answer: B

QUESTION 2

Which is an IBM Tealeaf session file format?

A. .tlf

B. .tlp

C. .tlr

D. .tla

Correct Answer: D

QUESTION 3

An intermittent error has been identified on the site login page. An event has been created based on a hit attribute that identifies the error message text. Management has requested a report showing the number of times the error has occurred each day, so that they can assess the effectiveness of attempts to fix the problem. Which tracking option should the event be configured to use?

A. Running Total

B. Last Per Session

C. First Per Session

D. Every Occurrence

Correct Answer: D

QUESTION 4

A support team would like to understand how failed searches impact purchases on a site. The event modeler is tasked

to create a new report that shows the number of all failed searches. The event modeler creates a new event to record failed searches. What should be used to track this event?

A. Last Occurrence

B. Last per Session

C. First per Session

D. Every Occurrence

Correct Answer: D

QUESTION 5

A company website creates a new session cookie for each visit. The accounting department asks the business analyst to create one single event that records a count value. Every time the same customer accesses the company website from a different device, the counter should increase by one. Which is a true statement?

A. A new event can be created with the event type set to canister event.

B. An event cannot be created because events cannot span multiple sessions.

C. An event cannot be created because events cannot be created for mobile phones.

D. A new event can be created with session attribute conditions for mobile and desktop values.

Correct Answer: B

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