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QUESTION 1

An analyst for an online bank is interested in identifying when customer failure rates for scheduling a bill payment may be due to a problem specific to a browser version. The analyst wants to be able to trend bill payment failure rates by browser version over time. Browser versions are constantly changing, so the analyst wants to use a dimension to track the browser version automatically for every session where the customer was not able to successfully complete a bill payment schedule. Which dimension configuration should the analyst use to track the browser version for this scenario?

A. Set the Values to Record field to "Whitelist Only".

B. Set the Values to Record field to "Whitelist + Observed Values".

C. Set the Values to Record field to "Whitelist Only", then click the Edit Whitelist button and add values.

D. Set the Values to Record field to "Whitelist Only", click the Edit Whitelist button and add values, then click the Edit Blacklist button and addvalues.

E. Set the Values to Record field to "Whitelist + Observed Values", click the Edit Blacklist button and add values.

Correct Answer: B

QUESTION 2

A clothing retailer wants to learn about statistically significant changes in conversion rates by traffic type. What type of Top Mover would give them the data they need?

A. Event count with traffic applied as a dimension

B. Dimensional Top Mover using the traffic dimension

C. Ratio of Event Values with traffic applied as a dimension to the numerator and denominator

D. Ratio of Event Counts with traffic applied as a dimension to the numerator and denominator

Correct Answer: D

QUESTION 3

The marketing department asks the business analyst to track the number of customers who continue through the checkout flow three pages sequentially. The analyst already has an event configured to fire for each of three respective pages. Which of the following would the analyst use?

A. A sequence event with the condition set as events A and C firing in order.

B. A sequence event with the condition set as events A, B and C firing in order.

C. A distance event with evaluator set as "Distance between events is between the following number of seconds".

D. A sequence event with the evaluator set as "Distance between events is between the following number of seconds".

Correct Answer: B

QUESTION 4

The marketing department wants to track the value of goods in the shopping cart at the moment when customers abandon, in order to develop a report on the total revenue currently lost through abandonment. An event has been created to identify and store the value of the shopping cart present in the response. Which tracking option should be used for this event?

A. First Per Session

B. Last Per Session

C. Cumulative Value

D. Every Occurrence

Correct Answer: B

QUESTION 5

Which session list command is used to export session data?

A. Download All

B. Export Segment

C. Analyze Segment

D. Manage Segments

Correct Answer: A

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