000-474^{Q&As}

IBM Tealeaf Customer Experience Management V8.7,Business Analysis

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QUESTION 1

An analyst is validating an existing hit attribute to find the exact promocode text ?2zZz99eE? The business team indicates that the report is not showing the usage of this promocode. They can see from other systems that users are entering the promocode onto the website and completing purchases successfully.

The hit attribute is configured as follows:

Which setting should be changed?

A. Active

B. Encoding

C. Text Pattern

D. Case Sensitive

Correct Answer: A

QUESTION 2

A concert promotion site wants to understand if a particular genre of music is selling an atypical number of tickets. The event builder has created an event that counts the number of sales, and has applied a dimension that breaks out the sales by genre. The event was then designated as a Top Mover. However, in the Top Movers tab of the Event Manager, the music genre values are unavailable to be made as Top Movers. In order to be able to create these Dimensional Top Movers, the values must be:

A. Events

B. Logged

C. Whitelisted

D. Whitelisted or observed values

Correct Answer: C

QUESTION 3

Which two sections in the request are fully indexed by default?

A. [env]

B. [urlfield]

C. [cookies]

D. [appdata]

E. [timestamp]

F. [TimeBlock]

Correct Answer: BD

QUESTION 4

An analyst for an online retailer wants to analyze the shopping cart amount for visitors that went to the checkout page using a chrome browser on a Windows 8 operating system. The analyst also wants to be able to segment these results further by the visitor login status.

Which Report Groups configuration would allow the analyst to segment the data for this analysis?

A.

B.

C.

D.

A. Option A

B. Option B

C. Option C

D. Option D

Correct Answer: D

QUESTION 5

Which is an IBM Tealeaf session file format?

A. .tlf

B. .tlp

C. .tlr

D. .tla

Correct Answer: D

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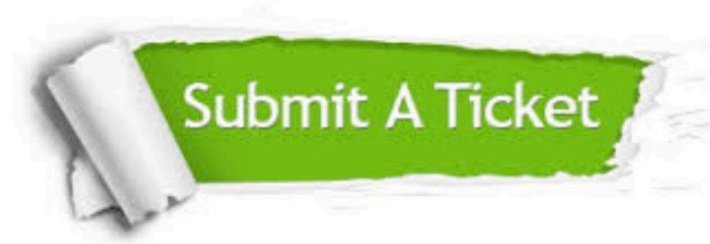
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