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**QUESTION 1**

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 2

An analyst for an insurance company wants to monitor usability KPIs for new customers. Which configuration on the KPI scorecard limits KPI results to new customers?

- A. Select the dimension on the KPIs tab of the KPI Scorecard.
- B. Select the dimension on the General tab of the KPI Scorecard configuration.
- C. Select the report group and dimension on the KPIs tab of the KPI Scorecard configuration.
- D. Select the report group and dimension on the General tab of the KPI Scorecard configuration.

Correct Answer: D

QUESTION 3

Which statement about ReqSet rules is true?

- A. A ReqSet rule can be used to insert arbitrary text into a field in the request.
- B. ReqSet rule cannot be used to copy an item from the response to the request.
- C. Unlike a Block rule, a ReqSet rule does not support the use of regular expressions.
- D. Although items from any section of the request can be copied, only a ReqSet rule can be used to copy to the [appdata] section.

Correct Answer: A

QUESTION 4



A Ratio Report shows the fraction of all session which are mobile sessions. An event called "Session Count" counts the total number of sessions. Another event called "Mobile Session" counts mobile session. How should the ratio be configured in the Report Builder?

- A. "Mobile Session" as the numerator, tick the "All Sessions" checkbox
- B. "Mobile Session" as the denominator, tick the "All Sessions" checkbox
- C. "Mobile Session" as the numerator, "Session Count" as the denominator
- D. "Mobile Session" as the denominator, "Session Count" as the numerator

Correct Answer: C

QUESTION 5

A business analyst needs to create an event that fires only when a user types in "tea" into a form when on page Z. There are two events already configured which will be used for this new event. Event A tracks page Z and Event B tracks the input of ea?configured which will be used for this new event. Event A tracks page Z and Event B tracks the input of ?ea? In the Event Creation Wizard, what must be set as the evaluator for the new event condition to fire correctly?

- A. Any
- B. All
- C. Last Hit
- D. Distance Between

Correct Answer: B

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