



P2080-099^{Q&As}

IBM Coremetrics Technical Mastery Test v1

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QUESTION 1

What is the offsite Marketing Campaign URL parameter?

- A. cm_marketing
- B. cm_mark
- C. marketingID
- D. cm_mmc

Correct Answer: D

QUESTION 2

Which of the following statements is NOT true?

- A. Clients can use LIVEmail exports with ESPs not included in the application UI.
- B. Use of the m_em?parameter is required for LIVEmail. Use of the ?m_em?parameter is required for LIVEmail.
- C. LIVEmail activity time stamps are based on the Client time zone as defined in their account settings.
- D. All of the above statements are true.

Correct Answer: B

QUESTION 3

Which Analytics reports support multi-level category structures (more than 1 category level)?

- A. Merchandising Report.
- B. Topline Summary and Clickstream.
- C. Merchandising and Page Categories.
- D. None.

Correct Answer: C

QUESTION 4

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 5

Which of the following Coremetrics applications support retargeting (importing visitor segment definitions) with LIVEmail?

A. Coremetrics Explore

B. Coremetrics Social

C. Coremetrics Intelligent Offer

D. None of the above.

Correct Answer: A

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