

# P2080-099<sup>Q&As</sup>

IBM Coremetrics Technical Mastery Test v1

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#### **QUESTION 1**

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 2**

Which of the following export category types is included in the LIVEmail Integrate menu?

- A. Custom Formats
- B. ESP Partners
- C. Best Practice Campaigns
- D. All of the above.

Correct Answer: D

#### **QUESTION 3**

What is the Coremetrics TagBar?

- A. A plug-in for Internet Explorer that displays Coremetrics Tag information for a given page.
- B. The main reporting interface for Coremetrics.
- C. A plug-in for Opera that displays Coremetrics Tag information for a given page.
- D. An interface that displays an individual list of tags collected by the test system.

Correct Answer: A

#### **QUESTION 4**

How far back can the trigger delay and suppression event windows be configured for a Booking / Cart / Application Abandoner Best Practice program in LIVEmail,?

A. 7 days



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B. 14 days

C. 30 days

D. 90 days

Correct Answer: C

#### **QUESTION 5**

Which of the following is NOT a way end users can access the AdTarget application user interface?

- A. Direct login via http://adtarget.coremetrics.com.
- B. Indirect access by clicking a display ad marketing program from the Marketing Programs report in Coremetrics Analytics.
- C. Indirect access by clicking the AdTarget application link in the global navigation menu.
- D. Indirect access by using the retargeting feature available within Coremetrics Explore.

Correct Answer: B

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