



IBM Coremetrics Technical Mastery Test v1

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### **QUESTION 1**

How many product affinity type algorithms does Intelligent Offer Support?

A. 4		
B. 6		
C. 3		
D. 16		
Correct Answer: A		

### **QUESTION 2**

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

### **QUESTION 3**

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

### **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
B. 14 days
C. 30 days

D. 90 days

Correct Answer: C

### **QUESTION 5**

How long can a category name be?

- A. 64 characters
- B. 128 characters
- C. 256 characters
- D. 1024 characters
- Correct Answer: C

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