



P2080-099^{Q&As}

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QUESTION 1

Which of the following transaction events (Coremetrics tag types) are NOT currently supported by AdTarget for data syndication?

- A. Page View Events
- B. Registration Events
- C. Conversion Events
- D. Search Events

Correct Answer: B

QUESTION 2

What work is required before a client can begin using Coremetrics AdTarget to syndicate data to partners?

- A. Deploy the applicable tag libraries of each AdTarget Partner with whom the client wishes to syndicate data.
- B. Deploy Coremetrics registration tagging.
- C. Deploy and AdTarget version of the Coremetrics tag library file eluminate.js and in some cases deploy an updated version of cmdatatagutils.js.
- D. Provide a written request for syndication activation with each AdTarget partner with whom the client wishes to syndicate data.

Correct Answer: C

QUESTION 3

Where is the data collected by Coremetrics technology?

- A. From log files.
- B. From the end-users?browser.
- C. From server-side code.
- D. From log files, end-users?browsers, or server-side code.

Correct Answer: B

QUESTION 4

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 5

Which of the following is NOT a standard report category?

- A. Affinities
- B. Exposure
- C. Geography
- D. Distribution

Correct Answer: C

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