

**Vendor:** IBM

**Exam Code:** P2080-099

**Exam Name:** IBM Coremetrics Technical Mastery Test v1

**Version:** Demo

**QUESTION NO: 1**

What is the maximum number of category levels supported in the Merchandising Report?

- A. Unlimited
- B. 15
- C. 10
- D. 100

**Answer: B**

**QUESTION NO: 2**

How are CDF files loaded into Coremetrics Analytics/Explore?

- A. FTP
- B. Directly through the Coremetrics Import interface.
- C. Email
- D. Via FTP or directly through the Coremetrics Import interface.

**Answer: D**

**QUESTION NO: 3**

What is the offsite Marketing Campaign URL parameter?

- A. cm\_marketing
- B. cm\_mark
- C. marketingID
- D. cm\_mmc

**Answer: D**

**QUESTION NO: 4**

Which of the following statements regarding the Email Inbox Metrics import feature is NOT true?

- A. The Email Inbox Metrics import file fields 1 -15 may include either numeric or string

values.

- B. The Email Inbox Metrics import file supports a maximum of 30 unique fields.
- C. The Email Inbox Metrics import file fields 1-15 must be included in a pre-specified order.
- D. All of the above statements are true.

**Answer: A**

**QUESTION NO: 5**

Which of the following is NOT a report chart type?

- A. Bar
- B. Radar
- C. Pie
- D. Cumulative Trend

**Answer: B**

**QUESTION NO: 6**

Which tag types have category parameters?

- A. Pageview, Productview, Shop Action 5, Shop Action 9, Conversion Events, Elements, Technical Properties, and Error
- B. Pageview and Productview
- C. Pageview, Productview, Shop Action 5, and Shop Action 9
- D. All tags

**Answer: A**

**QUESTION NO: 7**

How are Alerts delivered?

- A. Email
- B. SMS
- C. Tweets
- D. Facebook Posts

**Answer: A**

**QUESTION NO: 8**

Which of the following statements regarding LIVEmail is NOT true?

- A. Clients are allowed to include attribute data in LIVEmail exports.
- B. Clients are allowed to use attribute data in the specification of LIVEmail segments.
- C. Segment definitions created in LIVEmail are automatically made available for use in Coremetrics Explore and Coremetrics Analytics.
- D. All of the above statements are true.

**Answer: C**

**QUESTION NO: 9**

Which type of recommendation deployment supports A/B testing?

- A. Flat-file recommendations .
- B. Dynamic recommendations.
- C. Both
- D. Both, but only one can be used at a time.

**Answer: B**

**QUESTION NO: 10**

Which of the following is NOT a standard report category?

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

**Answer: C**

**QUESTION NO: 11**

Which of the following Coremetrics applications listed below does NOT support retargeting (importing visitor segment definitions into AdTarget)?

- A. Coremetrics Lifecycle
- B. Coremetrics Explore
- C. Coremetrics Search
- D. None of the above.

**Answer: A**

#### **QUESTION NO: 12**

In order to leverage AdTarget reporting features, what is required? In order to leverage AdTarget reporting features, what is required?

- A. Include the prefix t\_? in the Vendor parameter of the MMC code assigned to a given display advertisement.
- B. Include the prefix t\_? in the Category parameter of the MMC code assigned to a given display advertisement.
- C. Include the prefix t\_? in the Placement parameter of the MMC code assigned to a given display advertisement.
- D. Include the prefix t\_? in the Item parameter of the MMC code assigned to a given display advertisement.

**Answer: D**

#### **QUESTION NO: 13**

Which of the following is NOT an optional Explore module?

- A. Impression Attribution
- B. Multi-Channel
- C. Profile
- D. Lifecycle

**Answer: C**

#### **QUESTION NO: 14**

What are personalized Dynamic recommendations for each user based on?

- A. Personalization data stored in the users browser cookie.
- B. Wisdom of the crowd algorithms.
- C. Both A and B above
- D. Randomly picked products for each user.

**Answer: C**

**QUESTION NO: 15**

Which of the following roles have the ability to share an Explore report?

- A. The report creator.
- B. An admin.
- C. A member of the creator's user group.
- D. Both A and B.

**Answer: D**

**QUESTION NO: 16**

Which of the following companies are currently supported Partners and appear in the ESP Partners list in LIVEmail?

- A. Responsys
- B. Silverpop
- C. Experian CheetahMail
- D. All of the above.

**Answer: D**

**QUESTION NO: 17**

What are the limitations of number of top-level categories and number of children for any given category?

- A. 100 and 100

- B. 100 and Unlimited
- C. Unlimited and Unlimited
- D. 10,000 and 10,000

**Answer: C**

**QUESTION NO: 18**

Which of the following data fields is NOT supported by the Custom Activity Record Feed as a key field for the export?

- A. E-mailId
- B. CookieId
- C. SessionId
- D. RegistrationId

**Answer: C**

**QUESTION NO: 19**

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

**Answer: C**

**QUESTION NO: 20**

Which of these languages does Coremetrics not currently support?

- A. Spanish
- B. German
- C. Korean
- D. French

**Answer: C**

**QUESTION NO: 21**

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

**Answer: B**

**QUESTION NO: 22**

What is the data collection domain for the test environment?

- A. test.coremetrics.com
- B. data.coremetrics.com
- C. testdata.coremetrics.com
- D. welcome.coremetrics.com

**Answer: C**

**QUESTION NO: 23**

Where would a client user identify the current state of a Partner syndication in AdTarget?

- A. Via mouse over of any AdTarget Partner logo in the full list of Partners in the accordion navigation menu of AdTarget.
- B. Via mouse over of any Partner logo docked in the ntegrate with Coremetrics?bar.
- C. Via the Manage > Partner Syndications page
- D. All of the above.

**Answer: D**