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Q&A

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Exam : **000-474**

Title : IBM Tealeaf Customer Experience Management V8.7,Business Analysis

Version : Demo

1.What is the default strike character used to mask data in a privacy rule?
A. *
B. #
C. X
D. o
Answer: C

2.Which two sections in the request are fully indexed by default?
A. [env]
B. [urlfield]
C. [cookies]
D. [appdata]
E. [timestamp]
F. [TimeBlock]
Answer: B,D

3.An event is needed to identify tablet users based on the user agent value in the request.
Which Value to Track should this event use?
A. Last Per Session
B. First Per Session
C. Every Occurrence
D. All Values On Page
Answer: B

4.Following customer reports of an error on the web site, a hit attribute is created to look for the error text "Error 500 - try again later" in the response on every page. Management has requested a report on the number of sessions affected by the error. This requires creating an event with the above hit attribute as the condition and a value type of "Count Only".
Which tracking option should be selected for this event?
A. Final Value
B. Cumulative Value
C. First Per Session
D. Every Occurrence
Answer: C

5.An event modeler is tasked with creating a report that shows the percent of sessions with failed searches. The event modeler creates a new event to record failed searches.
What should be chosen to track this event?
A. Every Hit
B. First per Session
C. Every Occurrence
D. First Hit of Session
Answer: B

6.How many Session Attributes can users define?

A. 24

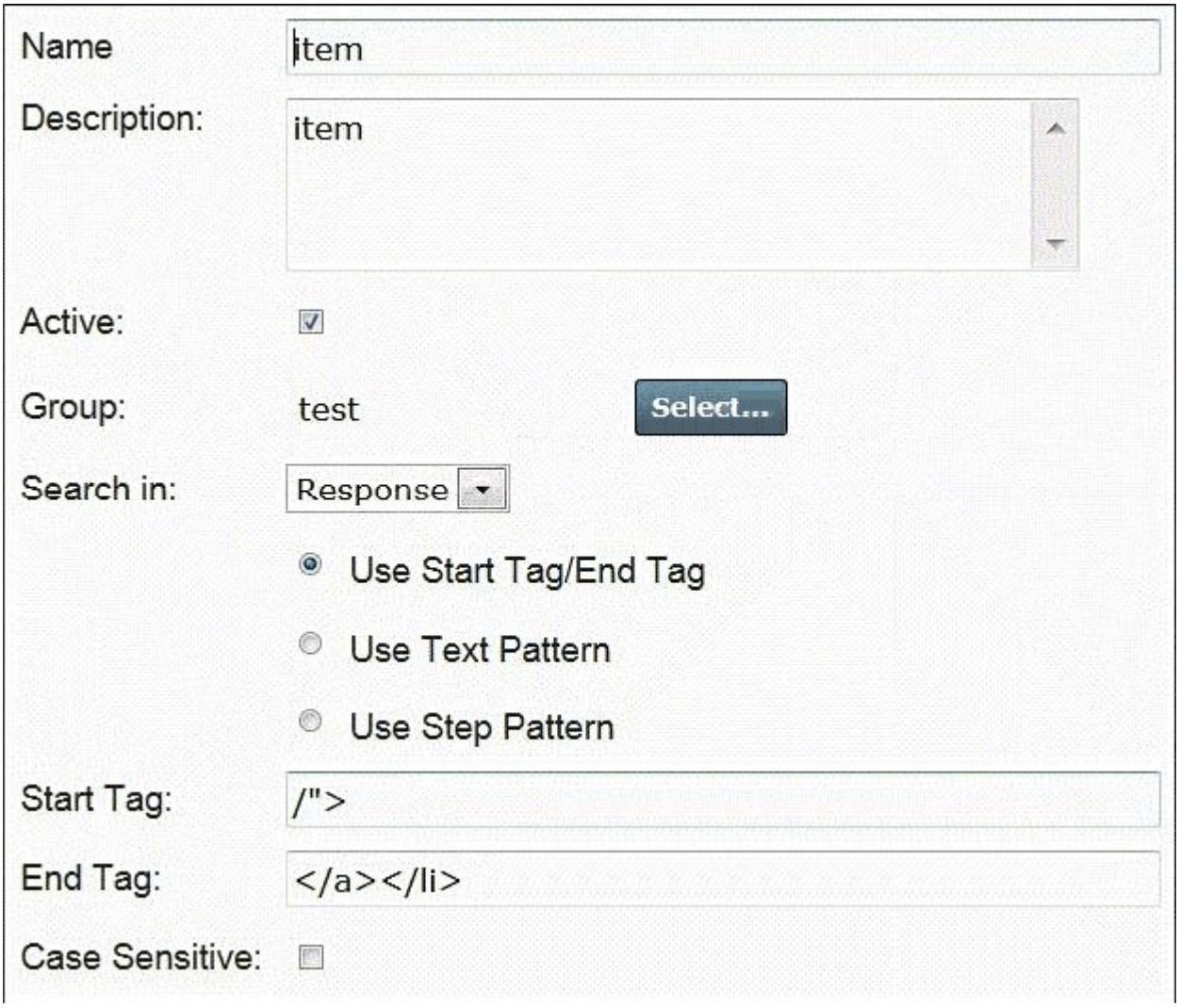
B. 30

C. 64

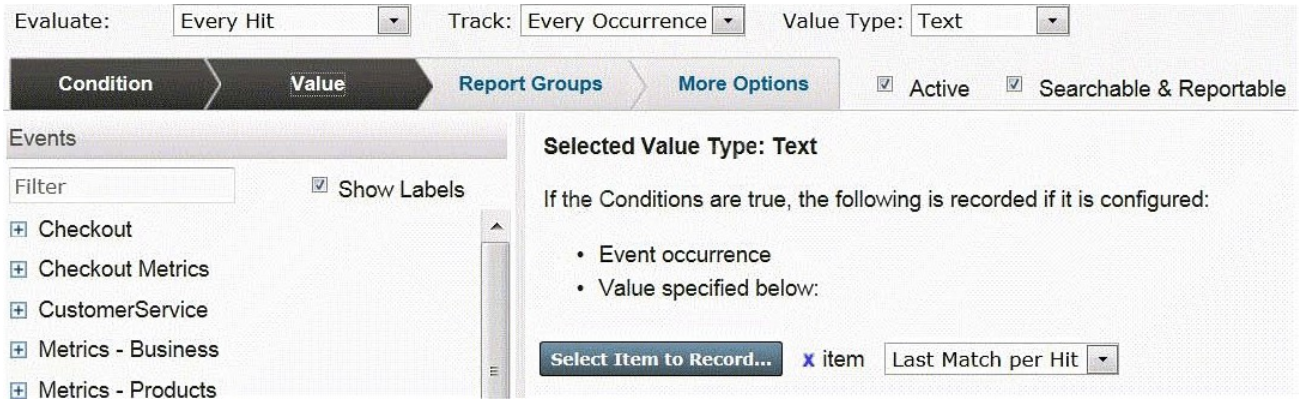
D. Unlimited

Answer: C

7.Refer to the following hit attribute configuration:



The hit attribute above is used as the value in the event configured here:



The following is a sample of RSP data from the site:

```
<div class="head">
   <h4><span>Recently Viewed Products</span></h4>
</div>
<div class="content">
   <ol id="recently-viewed-items">
            <li><a
href="http://demo1.tealeaf.com/store/index.php/catalog/product/view/id/18/category/12/"
>cat</a></li>
            <li><a
href="http://demo1.tealeaf.com/store/index.php/catalog/product/view/id/48/category/12/"
>monkey</a></li>
            <li><a
href="http://demo1.tealeaf.com/store/index.php/catalog/product/view/id/132/category/12/
">snake</a></li>
         </ol>
</div>
<script type="text/javascript">
decorateList('recently-viewed-items')
</script>
</div>
```

Given this RSP data, what will be the event output?

A. cat

B. snake

C. cat, monkey, snake

D. <ol id="recently-viewed-items">

Answer: B

8.An analyst in a retail organization is asked to provide a weekly report indicating the average number of payment errors per session. To accomplish this, the analyst created an event counting the number of payment errors per session. The event will be used as the value for the event used in the report.

The two events are Events A and B:

- Event A counts the number of payments errors per session.
- Event B will be created by the analyst to be used in a report.

When should Event B fire?

A. Every Hit

B. After Every Hit

C. End of Session

D. After Every Step

Answer: C

9.A business analyst has been assigned to evaluate the behavior of customers making multiple attempts in a new registration process.

Which event should be created?

A. An event that tracks abandonment from the first step.

B. An event that tracks failure at the registration submission.

C. An event that captures the distance between the start and completion in hits.

D. An event that fires when the required steps are present but not in the correct sequence.

Answer: C

10.A business analyst needs to create an event that fires only when a user types in "tea" into a form when on page Z. There are two events already configured which will be used for this new event. Event A tracks page Z and Event B tracks the input of "tea" configured which will be used for this new event. Event A tracks page Z and Event B tracks the input of "tea".
In the Event Creation Wizard, what must be set as the evaluator for the new event condition to fire correctly?
A. Any
B. All
C. Last Hit
D. Distance Between
Answer: B

11.The marketing department asks the business analyst to track the number of customers who continue through the checkout flow three pages sequentially. The analyst already has an event configured to fire for each of three respective pages.
Which of the following would the analyst use?
A. A sequence event with the condition set as events A and C firing in order.
B. A sequence event with the condition set as events A, B and C firing in order.
C. A distance event with evaluator set as "Distance between events is between the following number of seconds".
D. A sequence event with the evaluator set as "Distance between events is between the following number of seconds".
Answer: B

12.An event modeler has created a new event that fires at the end of a session.
Which would NOT receive a value?
A. A hit attribute
B. A session attribute
C. A distance event
D. A sequence event
Answer: A

13.An event modeler is tasked with creating a new hit attribute to capture the text displayed to customers on the home page. The modeler is also asked to provide a report of the values generated. The text value is displayed in a DIV tag on the home page called yCompanyDiv8 to provide a report of the values generated. The text value is displayed in a DIV tag on the home page called yCompanyDiv8.
Which should the modeler use to configure the hit attribute?
A. Text Pattern
B. Step Pattern
C. Custom Tags
D. Start Tag/End Tag
Answer: D

14.An event modeler is tasked with creating an event that records the Referrer of each session to identify where visitors to the site are coming from.
When should this event be evaluated?
A. Every Step
B. End of Session
C. After Every Step
D. First Hit of Session
Answer: D

15.A business analyst is working with a coupon code entry field, and wants to make an event that fires when the value entered is not a valid coupon code. There are 3000 valid coupon codes.
How can this be accomplished?
A. 1.Create an event called "Coupon Code Entry" that fires when the coupon code hit attribute is not empty.
2. Create a dimension text group list for Coupon Code Entry Value on the coupon code hit attribute.
3. Create a new event that fires when the Coupon Code Entry event does not fire on the relevant hit, and apply the Coupon Code Entry Valuedimension.
B. 1.Create an event called "Coupon Code Entry" that fires when the coupon code hit attribute is not empty
2. Create a dimension for Coupon Code Entry Value.
3. Create an event that fires when the Coupon Code Entry exists on the hit with a value of "invalid".
4. Add the Dimension Coupon Code Entry Value to the new event.
C. 1.Create an event called "Coupon Code Entry" that fires when the coupon code hit attribute is not empty.
2. Create a dimension text group list for Coupon Code Entry Value.
3. Create a group with the valid entries listed named "valid'.
4. Create an event that fires when the Coupon Code Entry event fires, but the Coupon Code Entry Value dimension value is not "valid'.
D. 1.Create an event called "Coupon Code Entry" that fires when the coupon code hit attribute is not empty.
2. Create a dimension text group list for Coupon Code Entry Value.
3. Create a group with the valid entries listed named "valid'.
4. Apply that dimension to the Coupon Code event.
5. Create a new event that fires when the Coupon Code event exists on hit, but the Coupon Code Entry Value dimension value is "valid'.
Answer: C