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IBM Coremetrics Technical Sales Mastery Test v1

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QUESTION: 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: 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: 3

What is the offsite Marketing Campaign URL parameter?

- A. cm_marketing
- B. cm_mark
- C. marketingID
- D. cm_mmc

Answer: D

QUESTION: 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: 5

Which of the following is NOT a report chart type?

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

Answer: B

QUESTION: 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: 7

How are Alerts delivered?

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



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