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QUESTION 1

An analyst is validating an existing hit attribute to find the exact promocode text ?2zZz99eE? The business team indicates that the report is not showing the usage of this promocode. They can see from other systems that users are entering the promocode onto the website and completing purchases successfully.

The hit attribute is configured as follows:

Edit Hit Attribute: Promocode_HA_22zZz99eE

Name	Promocode_HA_22zZz99eE
Description:	This is a hit attribute to track the usage of 22zZz99eE
Active:	☐
Group:	Promo_group Select...
Search in:	Request ▼
	○ Use Start Tag/End Tag
	◉ Use Text Pattern
	○ Use Stop Pattern
Text Pattern	22zZz99eE
Case Sensitive:	☐
All Matches:	☑
Encoding:	UTF-8 ▼

▶ Post-Match Operations

Save Draft   Ca

Which setting should be changed?

A. Active

B. Encoding

C. Text Pattern

D. Case Sensitive

Correct Answer: A

QUESTION 2

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.

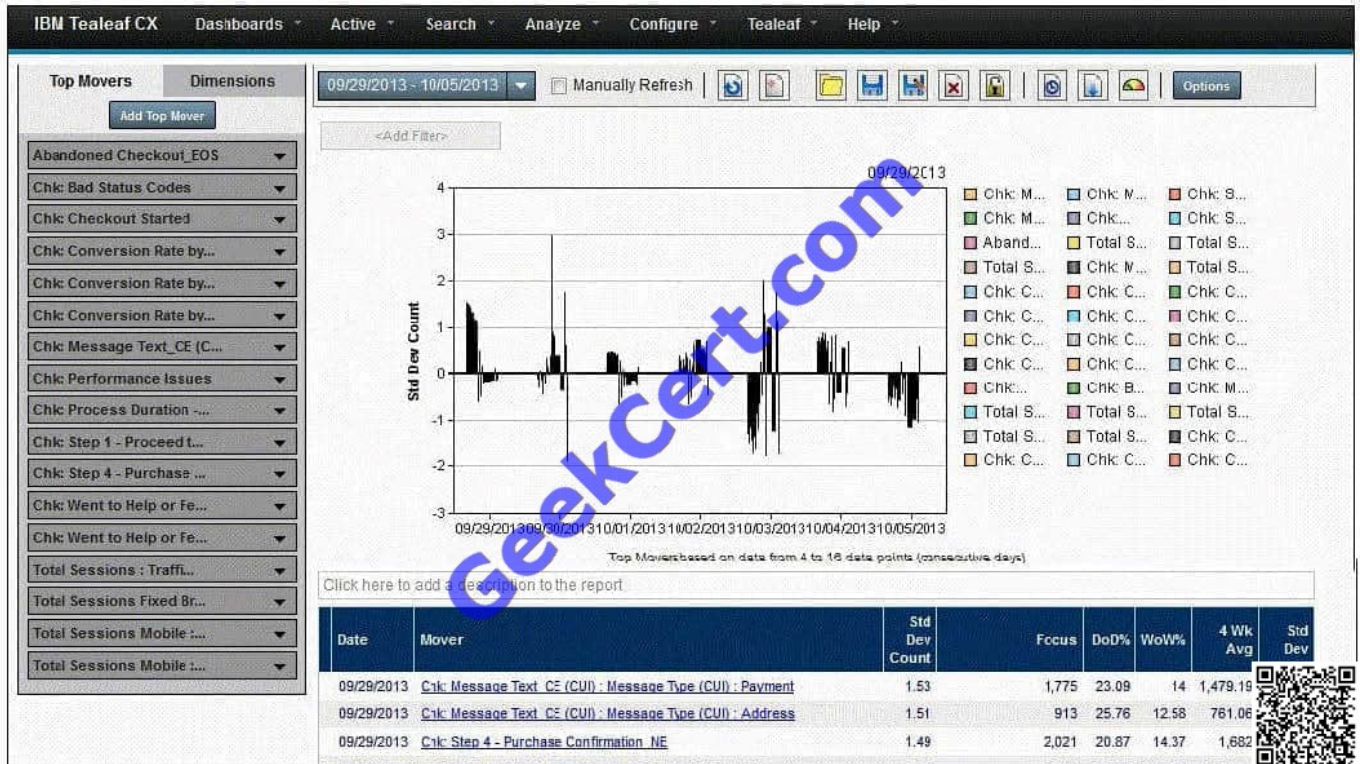After Every Hit

C.

End of Session

D.

After Every Step

Correct Answer: C

QUESTION 3

An online retailer is using Top Movers Reports to understand significant changes on their site. However, users are complaining that the resulting report is unusable.

Without limiting user ability to monitor significant changes, what are two ways to make the report legible?

A. Use Top N filtering

B. Narrow the date range

C. Remove dimensional Movers

D. Modify the Standard Deviation calculation

E. Add only up to 5 Movers to a single report

Correct Answer: AB

QUESTION 4

Which option is available for an existing dashboard component in the configuration window?

A. Edit component

B. View component

C. Copy component

D. Close component

Correct Answer: A

QUESTION 5

A business analyst creates a session-level event and looks for it in the active session list in the portal. It does not appear in the list. What is preventing the event from showing up in the active session list?

A. The event property contains a Label.

B. The event property is defined for "Every Hit?

C. The event requires more than one condition to fire.

D. The event property is defined as an end of session event.

Correct Answer: D

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