



000-474^{Q&As}

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QUESTION 1

A clothing retailer wants to learn about statistically significant changes in conversion rates by traffic type. What type of Top Mover would give them the data they need?

- A. Event count with traffic applied as a dimension
- B. Dimensional Top Mover using the traffic dimension
- C. Ratio of Event Values with traffic applied as a dimension to the numerator and denominator
- D. Ratio of Event Counts with traffic applied as a dimension to the numerator and denominator

Correct Answer: D

QUESTION 2

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

Correct Answer: D

QUESTION 3

Refer to the following hit attribute configuration:



Name:

Description:

Active:

Group:

Search in:

Use Start Tag/End Tag
 Use Text Pattern
 Use Step Pattern

Start Tag:

End Tag:

Case Sensitive:



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:

Evaluate: Track: Value Type:

Condition **Value** Report Groups More Options Active Searchable & Reportable

Events

Filter Show Labels

- Checkout
- Checkout Metrics
- CustomerService
- Metrics - Business
- Metrics - Products

Selected Value Type: Text

If the Conditions are true, the following is recorded if it is configured:

- Event occurrence
- Value specified below:

x item





```
<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.

Correct Answer: B

QUESTION 4

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.

Correct Answer: C

QUESTION 5



Which two report components are part of the Technical Site Metrics dashboard?

- A. Session Count
- B. Conversion Rate
- C. Page Generation
- D. Customer Experience KPI
- E. Checkout Process Scorecard

Correct Answer: AC

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