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QUESTION 1

A developer needs to create an alert based on dimensional data. The alert should only monitor statistically significant changes appearing in that data set. Which type of alert should be used?

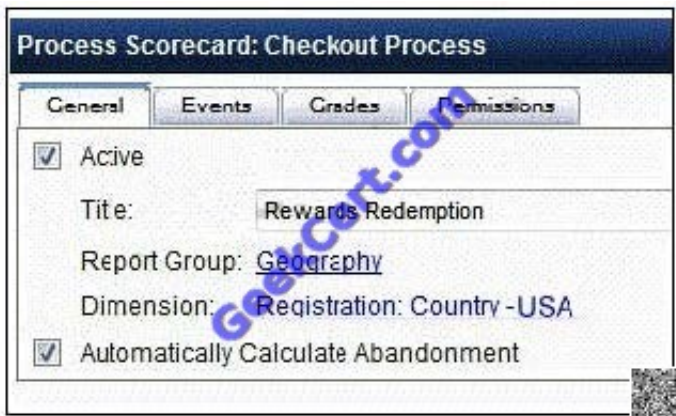
- A. Event Alert
- B. Canister Alert
- C. Portal Status Alert
- D. Top Mover Report Alert

Correct Answer: D

QUESTION 2

A travel company has created a business process scorecard for its Rewards points redemption process, which has five steps.

The scorecard works properly, but the program director wants the scorecard to only show results from the United States, as the program had not yet been launched in other countries. The analyst edited the scorecard to use the "Geography" report group and the "Registration: Country-USA" dimension, as follows:



However, upon saving the edited process scorecard, three of the steps are now missing. What must the analyst modify?

- A. Change the Permissions for the scorecard.
- B. Adjust the Grades to accommodate the report group.
- C. Create a new scorecard; do not edit an operational scorecard.
- D. Add the Geography report group to the events missing from the scorecard.

Correct Answer: D



QUESTION 3

A bank wants to learn more about potential customers applying for a mortgage online. In particular, they want to understand regional success rates on mortgage applications.

They have created events to capture the following information from the application process:

- Applicant postal code
- Applicant IP address
- Loan amount
- Loan type
- Application abandoned

Which event configurations would create a report to help them understand mortgage applicants from different regions?

- A.
IP address event with dimensions on postal code, loan type, loan amount
- B.
Postal code event with dimensions on IP address, loan type, loan amount
- C.
Application abandoned event with dimensions on postal code, loan amount
- D.
Loan amount event with dimensions on postal code, application abandoned

Correct Answer: D

QUESTION 4

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

Correct Answer: D

QUESTION 5

When configuring a Top Mover alert, what does the numeric value in the "Threshold" field represent?

- A. The percentage by which the event count must diverge from the mean in order for the alert to fire
- B. The raw count by which the event count must diverge from the historical average in order for the alert to fire
- C. The number of standard deviations by which the event count must diverge from the mean in order for the alert to fire
- D. The number of times the event count is allowed to exceed the average within the time interval defined for that Top Mover

Correct Answer: C

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