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QUESTION 1

What work is required before a client can begin using Coremetrics AdTarget to syndicate data to partners?

A. Deploy the applicable tag libraries of each AdTarget Partner with whom the client wishes to syndicate data.

B. Deploy Coremetrics registration tagging.

C. Deploy and AdTarget version of the Coremetrics tag library file eluminate.js and in some cases deploy an updated version of cmdatatagutils.js.

D. Provide a written request for syndication activation with each AdTarget partner with whom the client wishes to syndicate data.

Correct Answer: C

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.

Correct Answer: D

QUESTION 3

Which of the following is not a Standard AdTarget segment (i.e., one segment definition that is not provided by default within the application)?

A. Direct Load Visitors

B. Email Visitors

C. New Session Visitors

D. Natural Search Visitors

Correct Answer: B

QUESTION 4

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

Correct Answer: A

QUESTION 5

Are loops allowed in a CDF file?

A. Yes

B. No

C. Yes, but only if less than 10 of them.

D. Yes, but only 2 levels up.

Correct Answer: B

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