



# C2080-474<sup>Q&As</sup>

IBM Tealeaf Customer Experience Management V8.7 Business Analysis

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#### QUESTION 1

Which two allow users to replay sessions?

- A. Tealeaf Movie
- B. Webkit Engine
- C. RealiTea Viewer
- D. Cross Browser Inspector
- E. Browser-Based Replay (BBR)

Correct Answer: CE

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#### QUESTION 2

Why would a business analyst drag and drop column headers in a session list?

- A. To display a session summary
- B. To add a new data column to the column header
- C. To display the sessions that meet the filter criteria
- D. To group sessions according to the values in the column

Correct Answer: D

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#### QUESTION 3

The management team at an online travel organization wants a weekly report indicating how many online sessions started the checkout process, viewed Online Help, and did not book travel within the same session. To accomplish this, the event modeler creates an event where "Start Checkout Event=True" and "Views Online Help=True and BookTravel=False". When should this event be evaluated?

- A. Last Hit
- B. Every Hit
- C. End of Session
- D. First Hit of Session

Correct Answer: C

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#### QUESTION 4



The following KPI on a KPI Scorecard contains a group of 4 related events. The configuration for Summary Calculation is set to Average (Including 0 Values) and the Base Activity parameter is set to Event.

Total Activity	Focus 09/13/2013	
Chk: Step 1 - Proceed to Checkout_C†	369	
Indicator	Event Count	% Activity
1 - Promo Code Issue & Abandon	69	
2 - Payment Issue	57	
3 - Billing Information Issue	48	
4 - Shipping Information Issue	0	

Which formula is used to compute the % Activity for 2 - Payment Issue?

- A. % Activity = 57 / 3
- B. % Activity = 57 / 4
- C. % Activity = 57 / 174
- D. % Activity = 57 / 369

Correct Answer: B

### QUESTION 5

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

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