



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

IBM Tealeaf Customer Experience Management V8.7 Business Analysis

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### QUESTION 1

A retail business wants to see a single report that shows how much revenue is coming from each of its ten affiliates. How would they construct the event for this report?

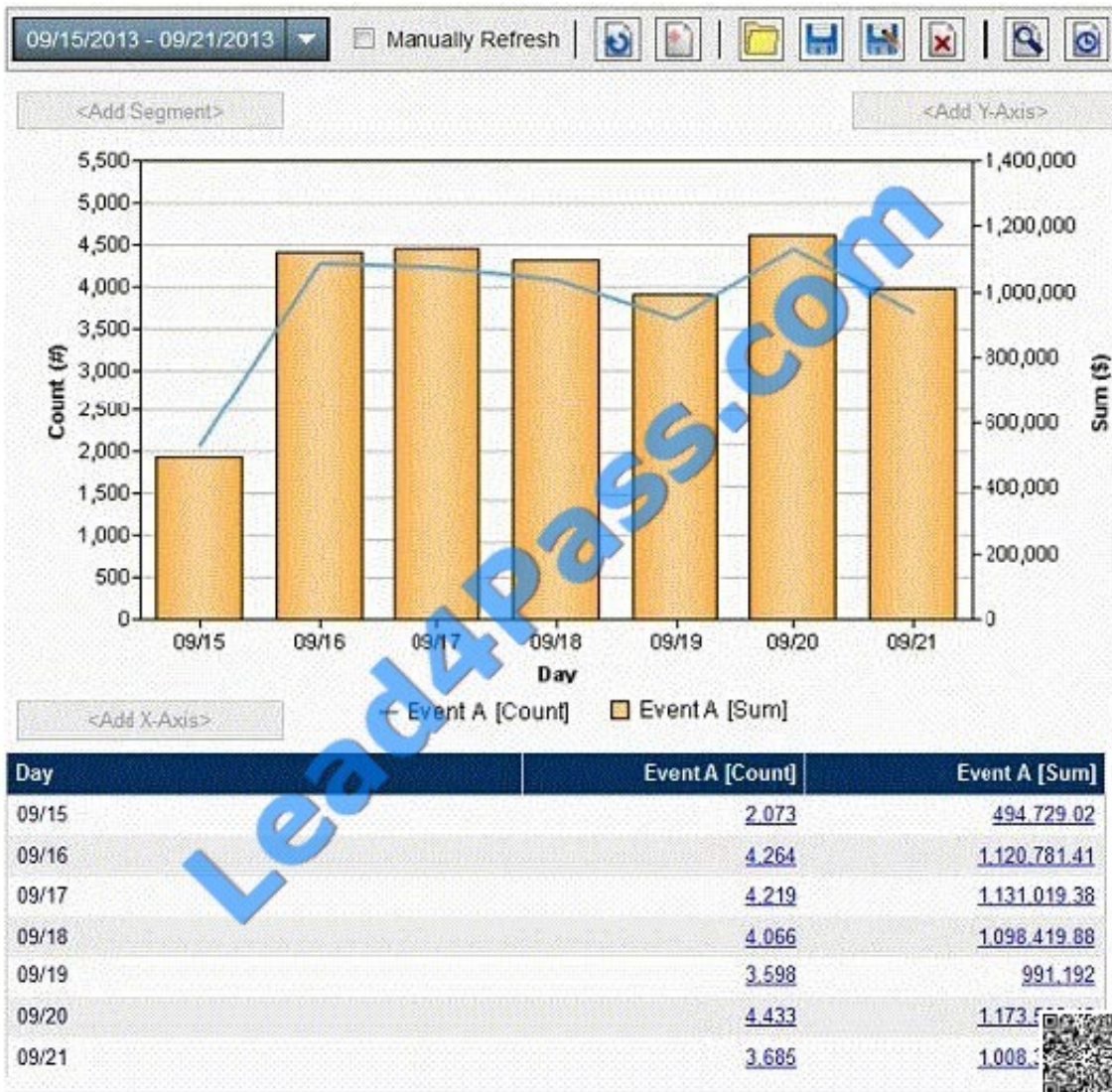
- A. A first hit event that records revenue broken out by an affiliate dimension.
- B. An end of session event that records revenue broken out by an affiliate dimension.
- C. A first hit event that records the affiliate name broken out by a revenue dimension.
- D. An end of session event that records the affiliate name broken out by a revenue dimension.

Correct Answer: B

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### QUESTION 2

A marketing team would like to understand the effectiveness of their campaigns. A business analyst creates a report table to distribute to the marketing team. The analyst configures the report using Event A as follows, where Event A tracks purchase attempts when a campaign code is submitted.



The marketing team wants to know the following information, by campaign code:

1. how often visitors make a purchase, as well as the purchase amount
2. how often visitors are abandoning their cart after a campaign code fails, including the abandoned cart amount. This is so that they can determine the business impact for remarketing.

They want the information on valid campaign codes, and should not have to filter the report results.

The analyst proceeds to add the dimensions for this report. The dimensions that are available for the report are:

- Dimension 1 captures the value "Yes" if the purchase was successful and captures the value "No" if the purchase was not successful

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Dimension 2 captures "Whitelist Only" values for the coupon code

-



Dimension 3 captures "Whitelist + Observed Values" for the coupon code?

What should the analyst do to apply dimensions to this report?

- A. Add Dimension 1 to ; add Dimension 2 to
- B. Add Dimension 1 to ; add Dimension 3 to
- C. Add Dimension 1 to ; add Dimension 2 to
- D. Add Dimension 1 to ; add Dimension 3 to

Correct Answer: C

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### QUESTION 3

When creating events, where may dimensions be specified?

- A. Event Values
- B. Event Conditions
- C. Event More Options
- D. Event Session Attributes

Correct Answer: B

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### QUESTION 4

An analyst for an insurance company wants to monitor usability KPIs for new customers. Which configuration on the KPI scorecard limits KPI results to new customers?

- A. Select the dimension on the KPIs tab of the KPI Scorecard.
- B. Select the dimension on the General tab of the KPI Scorecard configuration.
- C. Select the report group and dimension on the KPIs tab of the KPI Scorecard configuration.
- D. Select the report group and dimension on the General tab of the KPI Scorecard configuration.

Correct Answer: D

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### QUESTION 5

Which two settings are available with all dashboard component types?

- A. Color
- B. Priority



C. Search

D. Updates

E. Comparison

Correct Answer: AD

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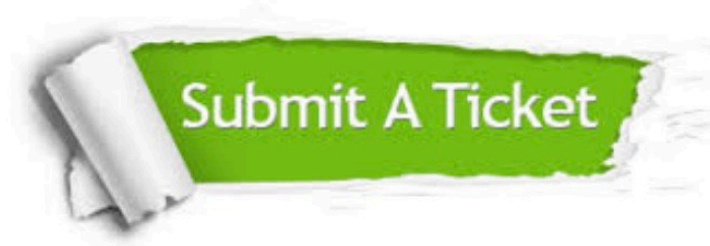
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