IBM 000-M99

IBM Coremetrics Technical Mastery Test v1
Version: 4.0

QUESTION NO: 1

What is the maximum number of category levels supported in the Merchandising Report?

A. Unlimited
B. 15
C. 10
D. 100

Answer: B
Explanation:

QUESTION NO: 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.

Answer: D
Explanation:

QUESTION NO: 3

What is the offsite Marketing Campaign URL parameter?

A. cm_marketing
B. cm_mark
C. marketingID
D. cm_mmc

Answer: D
Explanation:

QUESTION NO: 4

Which of the following statements regarding the Email Inbox Metrics import feature is NOT true?

A. The Email Inbox Metrics import file fields 1 -15 may include either numeric or string values.
B. The Email Inbox Metrics import file supports a maximum of 30 unique fields.
C. The Email Inbox Metrics import file fields 1-15 must be included in a pre-specified order.
D. All of the above statements are true.

Answer: A
Explanation:

QUESTION NO: 5

Which of the following is NOT a report chart type?

A. Bar
B. Radar
C. Pie
D. Cumulative Trend

Answer: B
Explanation:

QUESTION NO: 6

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

Answer: A
Explanation:

QUESTION NO: 7

How are Alerts delivered?

A. Email
B. SMS
C. Tweets
D. Facebook Posts

Answer: A
Explanation:

QUESTION NO: 8

Which of the following statements regarding LIVEmail is NOT true?

A. Clients are allowed to include attribute data in LIVEmail exports.
B. Clients are allowed to use attribute data in the specification of LIVEmail segments.
C. Segment definitions created in LIVEmail are automatically made available for use in Coremetrics Explore and Coremetrics Analytics.
D. All of the above statements are true.

Answer: C
Explanation:

QUESTION NO: 9

Which type of recommendation deployment supports A/B testing?

A. Flat-file recommendations .
B. Dynamic recommendations.
C. Both
D. Both, but only one can be used at a time.

Answer: B
Explanation:

QUESTION NO: 10

Which of the following is NOT a standard report category?

A. Affinities