Latest Version: 6.0

Question: 1

The marketing team of an insurance business wants to review their weekly performance every Monday. They need a workspace project with data for past week from Monday to Sunday for reporting.
As a CJA Business Practitioner, how will you create a custom calendar date range to address this requirement, considering the week starts from Sunday as per default data view calendar settings?
Response:

A. In the calendar control check 'Use rolling dates' option and choose Start as 'Start of current week' plus 1 day and End as 'Start of current week' plus 8 days
B. In the calendar control check 'Use rolling dates' option and choose Start as 'Start of current week' minus 6 days and End as 'Start of current week' plus 1 day
C. In the calendar control select 'Last 7 days' from the Preset dropdown and then uncheck 'Use rolling dates' option with rolling weekly value
D. Select a custom range and manually adjust the start and end dates every week

Answer: B

Question: 2

A marketer for a retail company sets the attribution model for a dimension to "First Touch." Why would a "First Touch" attribution model be used?
Response:

A. To understand effective touchpoints for conversion
B. To understand effective touchpoints for brand awareness
C. To understand effective touchpoints for content velocity
D. To understand effective touchpoints for customer retention

Answer: B

Question: 3

In order to perform a non-time based calculated Cohort Analysis report, which Cohort inclusion setting criteria should you select?
Response:

A. Rolling Calculation
B. Conversion Metric Cohort

C. Latency Table
D. Custom Dimension Cohort

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Answer: D
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Question: 4

At Company A, you are directed to reorganize projects and use subfolders to further group associated Workspaces. What is the maximum number of subfolder levels in a single folder within Customer Journey Analytics Projects folder management system?
Response:

A. 10 subfolders
B. 5 subfolders
C. 50 subfolders
D. 100 subfolders

Answer: A

Question: 5

You have been asked to build a project showing website KPIs for your client, a large retail pet supply company. Which metrics should be included as Key Performance Indicators for online retailers?
Response:

A. Clickthrough Rate, Form Submissions, Ad Impressions
B. Email Sends, Video Views, Bounce Rate
C. Bounce Rate, Page Velocity, Time on Site
D. Orders, Revenue, Cart Additions

Answer: D

Question: 6

What does it mean when a filter is present in a calculated metric but is absent from the filters in the left rail?
Response:

A. The filter was created as "Adhoc"
B. The filter is already in use
C. The filter requires admin access
D. The filter has been archived

Question: 7

The call center of a company has seen a spike in recent call volume, and they have discovered the cause to be their website. The analytics team has been tasked with uncovering the reason for these calls using a Data View that combines call center data and website analytics data, and they want to know what part of the site is driving the call center volume up.
Which action would help answer that question?
Response:

A. Create a freeform table showing Call Reason (as your dimension), Page Views (Time Decay | 15 minutes attribution Lookback window: Session) as your metric.
B. Create a freeform table showing Page Name (as your dimension), Calls (Time Decay | 15 minutes attribution Lookback window: Session) as your metric.
C. Create a freeform table showing Call Reason (as your dimension), Calls (Time Decay | 15 minutes attribution Lookback window: Session) as your metric.
D. Create a freeform table showing Calls (as your dimension), Call Reason (as your metric).

Answer: B

Question: 8

Which feature in CJA allows you to view information about a component, including its description, similar components, and other components it is frequently used with?
Response:

A. Annotations
B. Cross Channel Analytics
C. Data Dictionary
D. Workspace Overview

Answer: C

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