

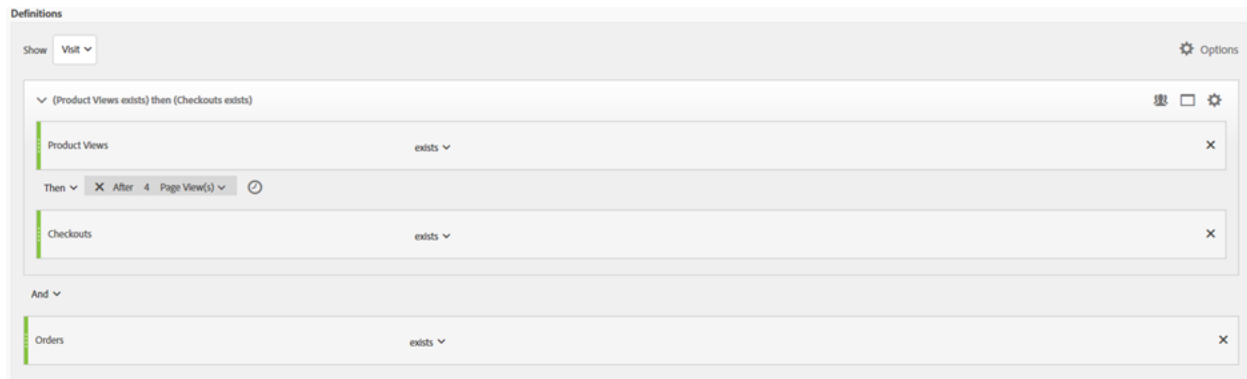
## MKT 6352 Quiz 3

1. Using the below image, which pages were viewed by the segment (3 points):
- a) Visitor with a purchase on the site that saw a product containing “red”  
Pages: A, B, C, D, 1, 2, 3, 4, Z, Y, X, W
  - b) Visit with a purchase on the site that saw a page containing “info”  
Pages: 1, 2, 3, 4
  - c) Hit where page contains “shopping” or “shoes”  
Pages: A, 2, 6, F, N



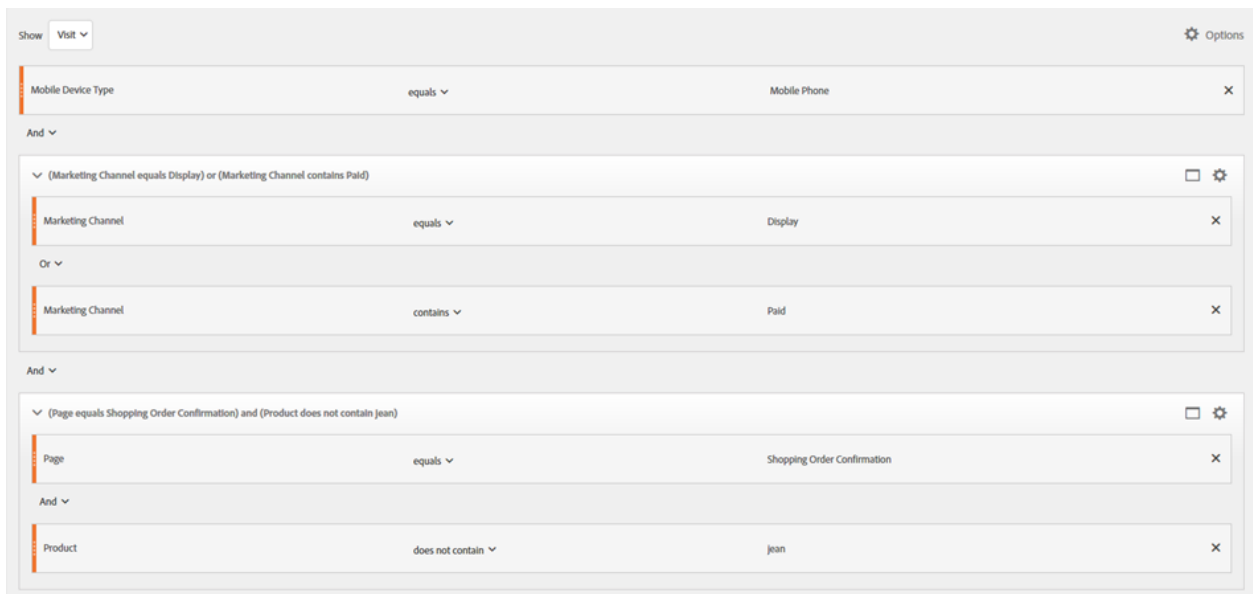
2. Describe the below segment by identifying the type of segmentation and the criteria (1.5 points)

Visit where users saw a product and after 4 page views started checkout and placed an order



3. Describe the below segment by identifying the type of segmentation and the criteria (1.5 points):

Visits where mobile device type is Mobile Phone and marketing channel is Display or contains "paid" and user made a purchase where any product did not contains "jean"



4. By leveraging the debugger answer the below questions (1 point each):

a) What prop or evar tracks the day of the week (ex Monday) on underarmour.com

Prop: prop2

Evar: **none**

b) Write down 3 events that fire on the Product Detail page of underarmour.com

Events: **175, 2, 35, prodview, 167, 31, 178, 179, 101**

c) What is the pagename when you perform a search on neimanmarcus.com

Pagename: **brsearch**

d) What evar captures the keyword when you perform a search on neimanmarcus.com

Evar: **evan6**

e) What event captures the number of search results returned when you perform a search on neimanmarcus.com

(BONUS!)

Event: **event16**