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Vendor:IBM

Exam Code:M2080-241

Exam Name:IBM Enterprise Marketing Management
Sales Mastery Test v1

Version:Demo

QUESTION 1

What does the Unica eMessage engine allow the IBM customer to do?

- A. Add email authoring and execution of the marketing campaign using the Unica eMessage engine.
- B. Research the marketing campaign to see where users come from geographically.
- C. Display search results obtained by a user using the Unica eMessage engine.
- D. Select distinct customers from the Internet that are using the Unica eMessage engine.

Correct Answer: A

Reference: <http://www.unica.com/products/email-marketing.htm>

QUESTION 2

What is the main objective of the EMM solution for IBM customers?

- A. Power the success of every marketing organization with innovative technology solutions.
- B. Entertain new business prospects by adapting legacy systems.
- C. Increase content flow between IBM products allowing the customer to make IBM product purchase decisions.
- D. Decentralization of content in the marketplace.

Correct Answer: A

QUESTION 3

What is one of the business problems that the Unica Campaign EMM solution product addresses?

- A. Displaying to the user all the connections in their enterprise systems.
- B. Determining the total ROI and investment required for a campaign.
- C. Determining, in real time, the right message to present in inbound marketing channels.
- D. Displaying the total cost of ownership of a marketing campaign.

Correct Answer: C

Reference: <http://www.unica.com/products/campaign-management.htm>

QUESTION 4

What activity is involved in the cross-session funnels step, in the progression of the Coremetrics life cycle?

- A. View programmatic insights and time to reach trends to identify quickwins.
- B. Target active visitors associated with any milestone.
- C. Identify which milestones influence future milestones.
- D. Invest in the marketing, content, and products that influence milestone advancement.

Correct Answer: A

QUESTION 5

Who are the influencers for using the Coremetrics EMM product?

- A. Practitioners
- B. Managers
- C. Executives
- D. Board of Directors

Correct Answer: B

QUESTION 6

What is one tool that allows the IBM partner to progress customer deals?

- A. Advance customers by one-on-one meetings.
- B. Advance customers by instituting phased sales initiatives.
- C. Advance customers by initiating sales marketing initiatives.
- D. Advance customers by investing in marketing, content, and products.

Correct Answer: A

QUESTION 7

What is one of the target project areas for the executive in the Coremetrics Financial Services customer profile?

- A. Improved process orientation
- B. Improved security
- C. Improved process visibility
- D. Improved top-line performance

Correct Answer: C

Reference: <http://www.slideshare.net/parature/metrics-that-wow-how-coremetrics-became-the-customer-service-model-of-success>

QUESTION 8

What will help serve to enhance personalization efforts for Coremetrics EMM products?

- A. Incorporating qualitative feedback.
- B. Increasing operational awareness.
- C. Integrating learned visitor attributes.
- D. Augmenting customer profile.

Correct Answer: C

Reference: http://sandbox.customerthink.com/news/coremetrics_announces_significant_enhancements_to_livemail_search_and_intelligent_offer_applica

QUESTION 9

What is one of the EMM offerings called that allows the customer to understand and prospect behavior across all online channels?

- A. Transformation analytics
- B. Open media performance
- C. Channel performance
- D. Web and digital analytics

Correct Answer: D

Reference: <http://measure.coremetrics.com/corem/getform/reg/wp-driving-value-from-your-multichannel-data>

QUESTION 10

What is one of the main competitors for IBM's EMM offerings in the marketplace?

- A. Teradata
- B. IndustryTrends
- C. OpenAnalytics
- D. NetTrends

Correct Answer: A

Reference: <http://crmsearch.com/aprimo-teradata.php>

QUESTION 11

What types of customers are using IBM Unica EMM products?

- A. Automotive customers.
- B. Online and bricks-and-mortar retail industry customers.
- C. Oil and gas industry customers.
- D. Heavy industrial customers.

Correct Answer: B

Reference: <http://www.unica.com/customers/case-studies.htm>

QUESTION 12

What fundamental change is marketing going through with respect to an EMM product solution?

- A. Shared media convergence influences old distribution channels.
- B. Internet no longer applies to how consumers buy.
- C. Old distribution channels challenges are re-appearing.
- D. Internet continues to transform how consumers buy.

Correct Answer: D

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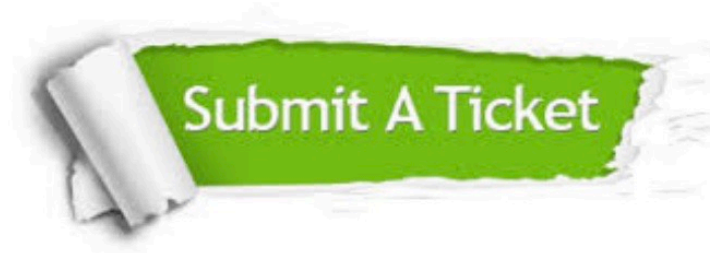
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