M2080-241 Q&As

IBM Enterprise Marketing Management Sales Mastery Test v1

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QUESTION 1

What is one ofthe business problems that the Unica PredictiveInsight EMM product addresses?

A. Displaying, in real time, the right message to present in inbound marketing channels.

B. Building better customer relationships through more relevant interactions based ondata mining and predictive modeling.

C. Displaying to the user all the connections in their enterprise systems.

D. Reaching customers that are remotely connected to the Internet.

Correct Answer: B

Reference:http://www.unica.com/products/predictive-analytics.htms

QUESTION 2

How is the IBM product ILOG used in the EMM solution?

A. It can be used as part of the selling phase of the EMM solution.

B. It can be used as part of the marketing phase of the EMM solution.

C. It can be used as part of the initial phase of the EMM solution.

D. It can be used as part of the fulfillment phase of the EMM solution.

Correct Answer: B

QUESTION 3

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 4

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 5

What is one of the target project areas for the executive in theCoremetrics 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

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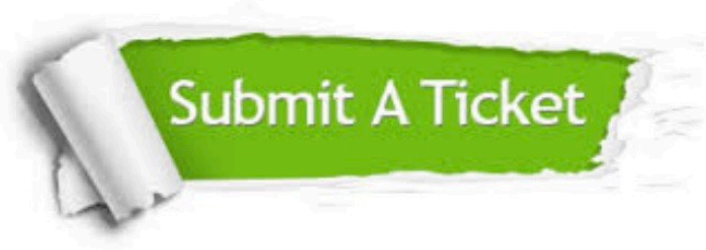

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