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QUESTION 1

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 2

What is one benefit listed in the value proposition of the Coremetrics product?

- A. Refinebusiness contacts into leads.
- B. Build new connections to legacy applications.
- C. Tie-in former IBM business partners to EMM processes.
- D. Increase conversions and retention.

Correct Answer: D

Reference: <http://www.coremetrics.co.uk/solutions/customer-history-live-profiles.php>

QUESTION 3

Who are the influencers for using the Coremetrics EMM product?

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

Correct Answer: B

QUESTION 4



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 5

What percentage of the market use Web analytics?

- A. Over 90%
- B. Over 75%
- C. Under 40%
- D. Under 60%

Correct Answer: B

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