

# M8010-241<sup>Q&As</sup>

IBM Enterprise Marketing Management Sales Mastery Test v1

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**QUESTION 1**

What can an IBM customer do with the Unica EMM solution?

- A. Marketers can plan, design, execute, measure, and analyze multi-wave, cross-channel, and highlypersonalized marketing campaigns.
- B. Marketers can rationalize marketing costs as associated to ROI value of their marketing campaigns.
- C. Marketers can create marketing adware that targets IBM customers automatically from the IBM marketing catalog.
- D. Marketers can create a list of select services that SOA application services will interact with in their marketing campaigns.

Correct Answer: A

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

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**QUESTION 2**

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](http://sandbox.customerthink.com/news/coremetrics_announces_significant_enhancements_to_livemail_search_and_intelligent_offer_applica)

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**QUESTION 3**

What is one of the forces that is shaping howcompanies approach marketing with the EMM product solution?

- A. General ads increase revenue.
- B. Targeted ads increase revenue.
- C. Decrease in on-line conversions is increasing new marketing channels.
- D. Decrease in marketing capacity is increasing newmarketing channels.

Correct Answer: B

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**QUESTION 4**

Who are the decision makers for using the CoremetricsEMM product?

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

Correct Answer: C

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**QUESTION 5**

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>

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