

M8010-241^{Q&As}

IBM Enterprise Marketing Management Sales Mastery Test v1

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QUESTION 1

What will increase the volume of campaigns by 30x?

- A. Media awareness
- B. Serialization
- C. Automation
- D. Transformation

Correct Answer: C

QUESTION 2

Which role is part of the executive role, for the target audience, for the Coremetrics product?

- A. VP Finance
- B. CMO
- C. VP Engineering
- D. CFO

Correct Answer: B

Explanation: Since Coremetrics is all about marketing. The executive role for the target audience should be Chief Marketing Officer or CMO.

QUESTION 3

What is the value proposition of the Unica Detect product offering?

- A. To build valuable, trusted relationships.
- B. To determine the right message to present in inbound marketing channels.
- C. To deliver quality leads in a timely manner.
- D. To improve cross-sell and retention rates by detecting when customers are most receptive to offers.

Correct Answer: D

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

QUESTION 4

What is one of the typical groups of people that IBM markets to?

- A. Server administrators
- B. Marketing and IT leaders
- C. Programmers
- D. IT installers

Correct Answer: B

QUESTION 5

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>

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