

M8010-241^{Q&As}

IBM Enterprise Marketing Management Sales Mastery Test v1

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QUESTION 1

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 2

How is the Coremetrics Software as a Service (SaaS) product used in IBM's EMM product line up?

- A. It is used as a deployment model to optimize online marketing.
- B. It is used as a recovery mode to recover from online disasters.
- C. It is used as a replication server to replicate marketing information.
- D. It is used as a tracking product for tracking customer transactions.

Correct Answer: A

Reference: <http://www.informationweek.com/news/software/bi/231002187>

QUESTION 3

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 4

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 5

What will increase the volume of campaigns by 30x?

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

Correct Answer: C

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