Vendor: IBM

Exam Code: M2080-241

Exam Name: IBM Enterprise Marketing Management Sales Mastery Test v1

Version: DEMO

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.

Answer: C

QUESTION 2
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.

Answer: D

QUESTION 3
How is the Coremetrics Software as a Service (SaaS) product used in IBM's EMM product
lineup?

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.

Answer: A

QUESTION 4
What is the value proposition of the Unica Leads product offering?

A. To deliver quality leads in a timely manner.
B. To create new market channels through leads generation.
C. To offer new product offerings through channel marketing.
D. To sustain existing channels through demand generation.

Answer: A

QUESTION 5
What is one of the main competitors for IBM's EMM offerings in the marketplace?

A. Teradata
B. IndustryTrends
C. OpenAnalytics
D. NetTrends

Answer: A

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