



M2080-241^{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 of these business problems is one that an IBM EMM product solves?

- A. Database through-put
- B. Staffing requirements
- C. Event detection
- D. Sales forecasting

Correct Answer: D

QUESTION 3

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 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 is one of the EMM offerings called that allows the customer to understand and prospect behavior across all online channels?

- A. Transformation analytics
- B. Open media performance
- C. Channel performance
- D. Web and digital analytics

Correct Answer: D

Reference: <http://measure.coremetrics.com/corem/getform/reg/wp-driving-value-from-your-multichannel-data>

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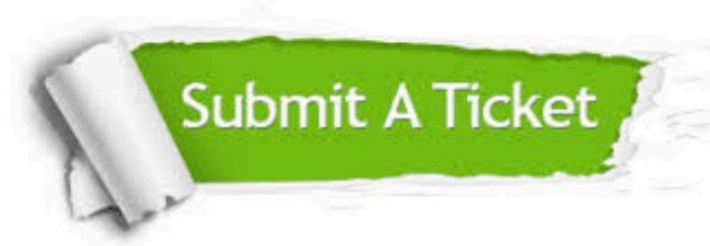
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