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QUESTION 1

Who are the decision makers for using the CoremetricsEMM product?

A. Practitioners

B. Board of Directors

C. Executives

D. Users

Correct Answer: C

QUESTION 2

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

A. Teradata

B. IndustryTrends

C. OpenAnalytics

D. NetTrends

Correct Answer: A

Reference: http://crmsearch.com/aprimo-teradata.php

QUESTION 3

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

A. To build valuable, trustedrelationships.

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 ofthe business problems that the Unica PredictiveInsight EMM product addresses?

A. Displaying, in real time, the right message to present in inbound marketing channels.

B. Building better customer relationships through more relevant interactions based ondata mining and predictive modeling.

C. Displaying to the user all the connections in their enterprise systems.

D. Reaching customers that are remotely connected to the Internet.

Correct Answer: B

Reference:http://www.unica.com/products/predictive-analytics.htms

QUESTION 5

What percentage of the market use Web analytics?

A. Over 90%

B. Over 75%

C. Under 40%

D. Under 60%

Correct Answer: B

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