



# M2080-241<sup>Q&As</sup>

IBM Enterprise Marketing Management Sales Mastery Test v1

**Pass IBM M2080-241 Exam with 100% Guarantee**

Free Download Real Questions & Answers **PDF** and **VCE** file from:

<https://www.lead4pass.com/M2080-241.html>

100% Passing Guarantee  
100% Money Back Assurance

Following Questions and Answers are all new published by IBM Official Exam Center

-  **Instant Download** After Purchase
-  **100% Money Back** Guarantee
-  **365 Days** Free Update
-  **800,000+** Satisfied Customers





#### QUESTION 1

What fundamental change is marketing going through with respect to an EMM product solution?

- A. Shared media convergence influences old distribution channels.
- B. Internet no longer applies to how consumers buy.
- C. Old distribution channels challenges are re-appearing.
- D. Internet continues to transform how consumers buy.

Correct Answer: D

---

#### QUESTION 2

What can an IBM customer do with the Unica EMM solution?

- A. Marketers can plan, design, execute, measure, and analyze multi-wave, cross-channel, and highly personalized marketing campaigns.
- B. Marketers can rationalize marketing costs as associated to ROI value of their marketing campaigns.
- C. Marketers can create marketing adware that targets IBM customers automatically from the IBM marketing catalog.
- D. Marketers can create a list of select services that SOA application services will interact with in their marketing campaigns.

Correct Answer: A

Reference: <http://www.unica.com/products/campaign-management.htm>

---

#### QUESTION 3

What is the main objective of the EMM solution for IBM customers?

- A. Power the success of every marketing organization with innovative technology solutions.
- B. Entertain new business prospects by adapting legacy systems.
- C. Increase content flow between IBM products allowing the customer to make IBM product purchase decisions.
- D. Decentralization of content in the marketplace.

Correct Answer: A

---

#### QUESTION 4

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 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>

[M2080-241 Practice Test](#)

[M2080-241 Study Guide](#)

[M2080-241 Exam Questions](#)



To Read the [Whole Q&As](#), please purchase the [Complete Version](#) from [Our website](#).

## Try our product !

100% Guaranteed Success  
100% Money Back Guarantee  
365 Days Free Update  
Instant Download After Purchase  
24x7 Customer Support  
Average 99.9% Success Rate  
More than 800,000 Satisfied Customers Worldwide  
Multi-Platform capabilities - [Windows](#), [Mac](#), [Android](#), [iPhone](#), [iPod](#), [iPad](#), [Kindle](#)

We provide exam PDF and VCE of Cisco, Microsoft, IBM, CompTIA, Oracle and other IT Certifications. You can view Vendor list of All Certification Exams offered:

<https://www.lead4pass.com/allproducts>

## Need Help

Please provide as much detail as possible so we can best assist you.  
To update a previously submitted ticket:



 <p><b>One Year Free Update</b> Free update is available within One Year after your purchase. After One Year, you will get 50% discounts for updating. And we are proud to boast a 24/7 efficient Customer Support system via Email.</p>	 <p><b>Money Back Guarantee</b> To ensure that you are spending on quality products, we provide 100% money back guarantee for 30 days from the date of purchase.</p>	 <p><b>Security &amp; Privacy</b> We respect customer privacy. We use McAfee's security service to provide you with utmost security for your personal information &amp; peace of mind.</p>
---	---	--

Any charges made through this site will appear as Global Simulators Limited.  
All trademarks are the property of their respective owners.  
Copyright © lead4pass, All Rights Reserved.