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QUESTION 1

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 2

What is one of the target project areas for the executive in theCoremetrics Financial Services customer profile?

A. Improved process orientation

B. Improved security

C. Improved process visibility

D. Improved top-line performance

Correct Answer: C

Reference: http://www.slideshare.net/parature/metrics-that-wow-how-coremetrics-became- the-customer-service-model-of-success

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 is one benefit listed in the value proposition of the Coremetrics product?

A. Refinebusiness contacts into leads.

B. Build new connections to legacy applications.

C. Tie-in former IBM business partners to EMM processes.

D. Increase conversions and retention.

Correct Answer: D

Reference: http://www.coremetrics.co.uk/solutions/customer-history-live-profiles.php

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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