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QUESTION 1

What percentage of the market use Web analytics?

A. Over 90%

B. Over 75%

C. Under 40%

D. Under 60%

Correct Answer: B

QUESTION 2

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 3

Which IBM product bridges marketing and sellingfor the Coremetrics EMM product?

A. Sterling Commerce

B. WebSphere Commerce

C. Unica

D. ILOG

Correct Answer: B

Reference: http://en.wikipedia.org/wiki/IBM_WebSphere_Commerce

QUESTION 4

What is one of the typical groups of people that IBM markets to?

A. Server administrators

B. Marketing and IT leaders

C. Programmers

D. IT installers

Correct Answer: B

QUESTION 5

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

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