

M8010-241^{Q&As}

IBM Enterprise Marketing Management Sales Mastery Test v1

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QUESTION 1

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 2

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>

QUESTION 3

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 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 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

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