



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

IBM Enterprise Marketing Management Sales Mastery Test v1

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### QUESTION 1

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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### QUESTION 2

What is one of the main steps in the progression of the Coremetrics life cycle?

- A. Advance customers
- B. Deliver products
- C. Build reporting structure
- D. Create customer confidence

Correct Answer: A

Reference: <http://www.coremetrics.com/solutions/customer-lifecycle-conversion.php>

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### QUESTION 3

What does the Unica eMessage engine allow the IBM customer to do?

- A. Add email authoring and execution of the marketing campaign using the Unica eMessage engine.
- B. Research the marketing campaign to see where users come from geographically.
- C. Display search results obtained by a user using the Unica eMessage engine.
- D. Select distinct customers from the Internet that are using the Unica eMessage engine.

Correct Answer: A

Reference: <http://www.unica.com/products/email-marketing.htm>

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#### QUESTION 4

What will increase the volume of campaigns by 30x?

- A. Media awareness
- B. Serialization
- C. Automation
- D. Transformation

Correct Answer: C

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#### 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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