



# 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 business problems that the Unica Predictive Insight 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 on data 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.htm>

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#### QUESTION 2

Who are the influencers for using the Coremetrics EMM product?

- A. Practitioners
- B. Managers
- C. Executives
- D. Board of Directors

Correct Answer: B

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#### QUESTION 3

Which of these business problems is one that an IBM EMM product solves?

- A. Database throughput
- B. Staffing requirements
- C. Event detection
- D. Sales forecasting

Correct Answer: D

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#### QUESTION 4

What will help serve to enhance personalization efforts for Coremetrics EMM products?



- A. Incorporating qualitative feedback.
- B. Increasing operational awareness.
- C. Integrating learned visitor attributes.
- D. Augmenting customer profile.

Correct Answer: C

Reference:[http://sandbox.customerthink.com/news/coremetrics\\_announces\\_significant\\_enhancements\\_to\\_livemail\\_search\\_and\\_intelligent\\_offer\\_applica](http://sandbox.customerthink.com/news/coremetrics_announces_significant_enhancements_to_livemail_search_and_intelligent_offer_applica)

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#### QUESTION 5

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 highlypersonalized 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>

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