



M2080-241^{Q&As}

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QUESTION 1

Who are the decision makers for using the CoremetricsEMM product?

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

Correct Answer: C

QUESTION 2

Which role is part of the executive role, for the target audience, for the Coremetrics product?

- A. VP Finance
- B. CMO
- C. VP Engineering
- D. CFO

Correct Answer: B

Explanation: Since Coremetrics is all about marketing. The executive role for the target audience should be Chief Marketing Officer or CMO.

QUESTION 3

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>

QUESTION 4



What is one of the 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 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>

QUESTION 5

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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