



M8010-241^{Q&As}

IBM Enterprise Marketing Management Sales Mastery Test v1

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QUESTION 1

How is the Coremetrics Software as a Service (SaaS) product used in IBM's EMM product line up?

- A. It is used as a deployment model to optimize online marketing.
- B. It is used as a recovery mode to recover from online disasters.
- C. It is used as a replication server to replicate marketing information.
- D. It is used as a tracking product for tracking customer transactions.

Correct Answer: A

Reference: <http://www.informationweek.com/news/software/bi/231002187>

QUESTION 2

How does Coremetrics interact with other products?

- A. Coremetrics does not interact with other products.
- B. Coremetrics uses IBM middleware SaaS products to interact with other products.
- C. Coremetrics is a software service and can be called by other products.
- D. Coremetrics supports communication with other products using a shared data source.

Correct Answer: C

Reference:

<http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/index.jsp?topic=%2Fcom.ibm.commerce.admin.doc%2Fconcepts%2Fcnwebanalytics.htm>

QUESTION 3

What is one of the target project areas for the executive in the Coremetrics Financial Services customer profile?

- A. Improved process orientation
- B. Improved security
- C. Improved process visibility
- D. Improved top-line performance

Correct Answer: C

Reference: <http://www.slideshare.net/parature/metrics-that-wow-how-coremetrics-became-the-customer-service-model-of-success>



QUESTION 4

Who are the decision makers for using the CoremetricsEMM product?

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

Correct Answer: C

QUESTION 5

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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