VCE & PDF
Pass4itSure.com

M2080-241 Q&As

IBM Enterprise Marketing Management Sales Mastery Test v1

Pass IBM M2080-241 Exam with 100% Guarantee

Free Download Real Questions & Answers **PDF** and **VCE** file from:

https://www.pass4itsure.com/M2080-241.html

100% Passing Guarantee
100% Money Back Assurance

Following Questions and Answers are all new published by IBM Official Exam Center

⚙ **Instant Download** After Purchase

⚙ **100% Money Back** Guarantee

⚙ **365 Days** Free Update

⚙ **800,000+** Satisfied Customers

SATISFACTION GUARANTEED
100%
SATISFACTION GUARANTEED

QUESTION 1

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

QUESTION 2

What is one of the forces that is shaping howcompanies approach marketing with the EMM product solution?

A. General ads increase revenue.

B. Targeted ads increase revenue.

C. Decrease in on-line conversions is increasing new marketing channels.

D. Decrease in marketing capacity is increasing newmarketing channels.

Correct Answer: B

QUESTION 3

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 4

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

A. Database through-put

B. Staffing requirements

C. Event detection

D. Sales forecasting

Correct Answer: D

QUESTION 5

What is one benefit listed in the value proposition of the Coremetrics product?

A. Refinebusiness contacts into leads.

B. Build new connections to legacy applications.

C. Tie-in former IBM business partners to EMM processes.

D. Increase conversions and retention.

Correct Answer: D

Reference: http://www.coremetrics.co.uk/solutions/customer-history-live-profiles.php

QUESTION 6

What types of customers are using IBM Unica EMM products?

A. Automotive customers.

B. Online and bricks-and-mortar retail industry customers.

C. Oil and gas industry customers.

D. Heavy industrial customers.

Correct Answer: B

Reference: http://www.unica.com/customers/case-studies.htm

QUESTION 7

What will increase the volume of campaigns by 30x?

A. Media awareness

B. Serialization

C. Automation

D. Transformation

Correct Answer: C

QUESTION 8

What is the value proposition of the Unica Leads product offering?

A. To deliver quality leads in a timely manner.

B. Tocreate new market channels through leads generation.

C. To offer new product offerings through channel marketing.

D. To sustain existing channels through demand generation.

Correct Answer: A

Reference: http://www.unica.com/products/lead-managment.htm

QUESTION 9

Which IBM product bridges marketing and sellingfor the Coremetrics EMM product?

A. Sterling Commerce

B. WebSphere Commerce

C. Unica

D. ILOG

Correct Answer: B

Reference: http://en.wikipedia.org/wiki/IBM_WebSphere_Commerce

---

QUESTION 10

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

---

QUESTION 11

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

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 12

How is the IBM product ILOG used in the EMM solution?

A. It can be used as part of the selling phase of the EMM solution.

B. It can be used as part of the marketing phase of the EMM solution.

C. It can be used as part of the initial phase of the EMM solution.

D. It can be used as part of the fulfillment phase of the EMM solution.

Correct Answer: B

[M2080-241 PDF Dumps](#)   [M2080-241 Study Guide](#)   [M2080-241 Braindumps](#)

To Read the Whole Q&As, please purchase the Complete Version from Our website.

Try our product !

100% Guaranteed Success
100% Money Back Guarantee
365 Days Free Update
Instant Download After Purchase
24x7 Customer Support
Average 99.9% Success Rate
More than 800,000 Satisfied Customers Worldwide
Multi-Platform capabilities - Windows, Mac, Android, iPhone, iPod, iPad, Kindle

We provide exam PDF and VCE of Cisco, Microsoft, IBM, CompTIA, Oracle and other IT Certifications.
You can view Vendor list of All Certification Exams offered:

https://www.pass4itsure.com/allproducts

Need Help

Please provide as much detail as possible so we can best assist you.
To update a previously submitted ticket: