



# M8010-241<sup>Q&As</sup>

IBM Enterprise Marketing Management Sales Mastery Test v1

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#### QUESTION 1

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 2

What is one of the major industries that the EMM solution targets?

- A. Oil and gas industry
- B. Financial services industry
- C. Aerospace industry
- D. Automotive industry

Correct Answer: B

Reference: <http://www.slideshare.net/RussellRosen/enterprise-marketing-management- emm-overview-2627543>

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#### QUESTION 3

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

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#### QUESTION 4

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 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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