



# M2080-241<sup>Q&As</sup>

IBM Enterprise Marketing Management Sales Mastery Test v1

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#### QUESTION 1

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

- A. To build valuable, trusted relationships.
- B. To determine the right message to present in inbound marketing channels.
- C. To deliver quality leads in a timely manner.
- D. To improve cross-sell and retention rates by detecting when customers are most receptive to offers.

Correct Answer: D

Reference: <http://www.unica.com/products/event-based-marketing.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

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>

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#### QUESTION 4

What percentage of the market use Web analytics?



- A. Over 90%
- B. Over 75%
- C. Under 40%
- D. Under 60%

Correct Answer: B

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#### QUESTION 5

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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