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QUESTION 1

What percentage of the market use Web analytics?

A. Over 90%

B. Over 75%

C. Under 40%

D. Under 60%

Correct Answer: B

QUESTION 2

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 3

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

A. To build valuable, trustedrelationships.

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

QUESTION 4

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 5

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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