

Vendor: IBM

Exam Code: M2080-241

Exam Name: IBM Enterprise Marketing Management
Sales Mastery Test v1

Version: Demo

Question No : 1

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

- 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.

Answer: A

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

Question No : 2

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

- A. To deliver quality leads in a timely manner.
- B. To create new market channels through leads generation.
- C. To offer new product offerings through channel marketing.
- D. To sustain existing channels through demand generation.

Answer: A

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

Question No : 3

What is one of the main competitors for IBM's EMM offerings in the marketplace?

- A. Teradata
- B. IndustryTrends
- C. OpenAnalytics
- D. NetTrends

Answer: A

Reference: <http://crmsearch.com/aprimo-teradata.php>

Question No : 4

What will help serve to enhance personalization efforts for Coremetrics EMM products?

- A. Incorporating qualitative feedback.
- B. Increasing operational awareness.
- C. Integrating learned visitor attributes.
- D. Augmenting customer profile.

Answer: C

Reference: http://sandbox.customerthink.com/news/coremetrics_announces_significant_enhancements_to_livemail_search_and_intelligent_offer_applica

Question No : 5

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.

Answer: D

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

Question No : 6

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

Answer: D

Reference: <http://measure.coremetrics.com/corem/getform/reg/wp-driving-value-from-your-multichannel-data>

Question No : 7

What is one of the forces that is shaping how companies 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 new marketing channels.

Answer: B

Question No : 8

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.

Answer: C

Reference:

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

Question No : 9

What is one of the business problems that the Unica Campaign EMM solution product addresses?

- A. Displaying to the user all the connections in their enterprise systems.
- B. Determining the total ROI and investment required for a campaign.
- C. Determining, in real time, the right message to present in inbound marketing channels.
- D. Displaying the total cost of ownership of a marketing campaign.

Answer: C

Reference: <http://www.unica.com/products/campaign-management.htm>

Question No : 10

What fundamental change is marketing going through with respect to an EMM product solution?

- A. Shared media convergence influences old distribution channels.
- B. Internet no longer applies to how consumers buy.
- C. Old distribution channels challenges are re-appearing.
- D. Internet continues to transform how consumers buy.

Answer: D