

**Vendor:** IBM

**Exam Code:** M2080-663

**Exam Name:** IBM Digital Marketing Optimization Sales  
Mastery v1

**Version:** Demo

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**QUESTION NO: 1**

Name three benefits of the CSO Suite:

- A. Market positioning: reduction in Average Handle Time dispute resolution
- B. Customer conversion, reduction in Average Handle Time, customer training
- C. Cross-sell / up-sell, call avoidance, reduction in Average Handle Time
- D. Improve site content, call avoidance, fraud forensics

**Answer: B**

Reference:<http://www-304.ibm.com/industries/publicsector/filesolve?contentid=243509>(slide 13)

**QUESTION NO: 2**

Of the four brands that compose IBM Enterprise Marketing Management (EMM), which two make up the bulk of EMM's DMO capabilities?

- A. Unica and Coremetrics
- B. Unica and Tealeaf
- C. Coremetrics and DemandTec
- D. Coremetrics and Tealeaf

**Answer: D**

**QUESTION NO: 3**

What is the product family that enables you to seamlessly integrate online customer experience data with other business application?

- A. CSO Suite
- B. CBA Suite
- C. CX Mobile
- D. cxConnect

**Answer: D**

Reference:<http://www-01.ibm.com/common/ssi/cgi-bin/ssialias?infotype=AN&subtype=CA&htmlfid=897/ENUS213-096&appname=USN>(see cxconnect integration solutions)

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**QUESTION NO: 4**

Which applications do the CX Mobile support?

- A. Native Apps and Mobile Site
- B. HTML5, Hybrid Apps, and Native Apps
- C. HTML5, Hybrid Apps, Native Apps, Mobile Site
- D. HTML Native Apps, and Hybrid Apps

**Answer: C**

Reference:<http://public.dhe.ibm.com/common/ssi/ecm/en/zzd03162usen/ZZD03162USEN.PDF>(page 1, see feature highlights)

**QUESTION NO: 5**

What are the two key features of cxImpact?

- A. Replay search and basic reporting
- B. Replay and audits
- C. Performance reporting and form conversion
- D. Session history and summary reports

**Answer: B**

Reference:<http://public.dhe.ibm.com/common/ssi/ecm/en/zzd03167usen/ZZD03167USEN.PDF>

**QUESTION NO: 6**

What market factors is this target audience looking to address with the DMO solution?

- A. Data security
- B. Privacy concerns
- C. Just-In-Time inventory
- D. Data explosion and social media

**Answer: D**

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**QUESTION NO: 7**

What types of content can be recommended via IBM Content Recommendations?

- A. Complementary products and offers
- B. Body text from product pages on a retail website
- C. Videos, white papers and articles
- D. Only those assets that have received high peer recommendations

**Answer: C**

**QUESTION NO: 8**

The products in CBA Suite consists of all the following except:

- A. cxReveal
- B. cxView
- C. cxResults
- D. cxOverstat
- E. cxImpact

**Answer: A,C**

Reference:<http://www-03.ibm.com/software/products/us/en/customer-behavior-analysis/>

**QUESTION NO: 9**

The primary target buyer for Tealeaf Customer Service Optimization suite is:

- A. VP Customer Service
- B. VP E-Business
- C. IT Manager
- D. VP Marketing

**Answer: D**

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**QUESTION NO: 10**

What are some of the primary products involved in the DMO solution's ability to deliver compelling personalization?

- A. IBM Lifecycle and IBM AdTarget
- B. IBM Digital Data Exchange and IBM Impression Attribution
- C. IBM Digital Analytics on Premises
- D. IBM Marketing Optimization and Interaction History

**Answer: A**

**QUESTION NO: 11**

Name some of the metrics that marketers routinely track with DMO products?

- A. Social and mobile throughput
- B. Email open rate and conversion rate
- C. Total hits and pages displayed
- D. Return on direct mail

**Answer: B**

**QUESTION NO: 12**

What is the best tool/tactic to sell Tealeaf (if a customer has a budget concern) as opposed to discounting the software?

- A. Discount professional services
- B. Sell Level 1 capabilities as described in the Tealeaf CEM Maturity Model
- C. Offer unlimited professional services
- D. Discount upgrades
- E. All of the above

**Answer: A**

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**QUESTION NO: 13**

IBM LIVEmail serves what purpose for marketers?

- A. LIVEmail is an email delivery tool that facilitates one-to-one customer interaction
- B. LIVEmail helps marketers retarget high-value customers through ESP partner integrations
- C. LIVEmail gives marketers the ability to conduct both email and direct mail campaigns
- D. LIVEmail integrates with Benchmark to outline digital marketing ROI

**Answer: C**

Reference:<http://public.dhe.ibm.com/common/ssi/ecm/en/zzd03063usen/ZZD03063USEN.PDF?source=swg-smartercommerce-emm>

**QUESTION NO: 14**

What is the ROI for Customer Behavior Analysis, CBA Suite according to a Forrester report?

- A. 300% to 400%
- B. 400% to 500%
- C. 500% to 600%
- D. 600% to 700%

**Answer: C**

**QUESTION NO: 15**

What is one benefit listed in the value proposition for the DMO solution's customer profiles (LIVE Profiles)?

- A. Instant insight into opt-in permissions
- B. Provide a complete picture of customer interactions
- C. Detailed history of a customer's word-of-mouth activity
- D. Ability to analyze customer sentiment and opinions

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**Answer: B**

**QUESTION NO: 16**

What is the visibility gap companies have without Tealeaf?

- A. Companies cannot see the data they are capturing
- B. Companies cannot see exactly why their customers are succeeding or failing on web site
- C. Companies cannot see why their customers are not pulled in by marketing campaigns
- D. Companies cannot see why customer support cannot increase transaction value

**Answer: B**

Reference:<http://public.dhe.ibm.com/common/ssi/ecm/en/zzb03030usen/ZZB03030USEN.PDF>(page 2, third para)

**QUESTION NO: 17**

Who does IBM typically target with its DMO solution?

- A. Database Administrators
- B. CMO/VP/Director of Marketing
- C. Software Developers
- D. IT Administrators

**Answer: B**