

CertKiller.M2080-241.30q

Number: M2080-241  
Passing Score: 800  
Time Limit: 120 min  
File Version: 4.3

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**M2080-241**

### **IBM Enterprise Marketing Management Sales Mastery Test v1**

- Best stuff I have ever used for my exam preparation. I love Examcollection guys.
- took the exam today and I have had approximately 85% of questions from this dump, Thanks
- I never thought that i gonna pass the exam with that high average (^\_^),Entire credit goes to this outstanding dump.
- Actually i think that cram or decorate the answers is valid method. Know the stuff and review all the answers of the questions .. several times..and you'll be prepared.
- Use this, definitely you figure out the differences that I have mentioned.



## Exam A

### QUESTION 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.

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

answer is reliable.

### QUESTION 2

What is one tool that allows the IBM partner to progress customer deals?

- A. Advance customers by one-on-one meetings.
- B. Advance customers by instituting phased sales initiatives.
- C. Advance customers by initiating sales marketing initiatives.
- D. Advance customers by investing in marketing, content, and products.

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

Explanation:

### QUESTION 3

What is one of the typical groups of people that IBM markets to?

- A. Server administrators
- B. Marketing and IT leaders
- C. Programmers
- D. IT installers

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

answer is confirmed.

#### **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 highly personalized 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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

Best answer.

#### **QUESTION 5**

Who are the influencers for using the Coremetrics EMM product?

- A. Practitioners
- B. Managers
- C. Executives
- D. Board of Directors

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

fine answer.

#### **QUESTION 6**

Which role is part of the executive role, for the target audience, for the Coremetrics product?

- A. VP Finance
- B. CMO
- C. VP Engineering
- D. CFO

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

Explanation:

Since Coremetrics is all about marketing. The executive role for the target audience should be Chief Marketing Officer or CMO.

## QUESTION 7

What is one benefit listed in the value proposition of the Coremetrics product?

- A. Refine business contacts into leads.
- B. Build new connections to legacy applications.
- C. Tie-in former IBM business partners to EMM processes.
- D. Increase conversions and retention.

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

accurate answer.

## QUESTION 8

Which IBM product bridges marketing and selling for the Coremetrics EMM product?

- A. Sterling Commerce
- B. WebSphere Commerce
- C. Unica
- D. ILOG

**Correct Answer:** B

**Section: (none)**

**Explanation**

**Explanation/Reference:**

proper answer.

**QUESTION 9**

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.

**Correct Answer: C**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

References:

**QUESTION 10**

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**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

answer is Best.

**QUESTION 11**

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.

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

fine.

## QUESTION 12

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.

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

straight answer

## QUESTION 13

How is the IBM product ILOG used in the EMM solution?

- A. It can be used as part of the selling phase of the EMM solution.
- B. It can be used as part of the marketing phase of the EMM solution.
- C. It can be used as part of the initial phase of the EMM solution.
- D. It can be used as part of the fulfillment phase of the EMM solution.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

Explanation:

**QUESTION 14**

What types of customers are using IBM Unica EMM products?

- A. Automotive customers.
- B. Online and bricks-and-mortar retail industry customers.
- C. Oil and gas industry customers.
- D. Heavy industrial customers.

**Correct Answer: B**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

References:

**QUESTION 15**

What will increase the volume of campaigns by 30x?

- A. Media awareness
- B. Serialization
- C. Automation
- D. Transformation

**Correct Answer: C**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

agree with the answer.

**QUESTION 16**

What does the Unica eMessage engine allow the IBM customer to do?

- A. Add email authoring and execution of the marketing campaign using the Unica eMessage engine.
- B. Research the marketing campaign to see where users come from geographically.

- C. Display search results obtained by a user using the Unica eMessage engine.
- D. Select distinct customers from the Internet that are using the Unica eMessage engine.

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

genuine answer.

#### **QUESTION 17**

Who are the decision makers for using the Coremetrics EMM product?

- A. Practitioners
- B. Board of Directors
- C. Executives
- D. Users

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

Explanation:

#### **QUESTION 18**

What is the main objective of the EMM solution for IBM customers?

- A. Power the success of every marketing organization with innovative technology solutions.
- B. Entertain new business prospects by adapting legacy systems.
- C. Increase content flow between IBM products allowing the customer to make IBM product purchase decisions.
- D. Decentralization of content in the marketplace.

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

upgraded answer.

## QUESTION 19

What is one of the main steps in the progression of the Coremetrics life cycle?

- A. Advance customers
- B. Deliver products
- C. Build reporting structure
- D. Create customer confidence

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

ALL right.

## QUESTION 20

What percentage of the market use Web analytics?

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

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

fine.

## QUESTION 21

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

up to dated answer.

**QUESTION 22**

What is one of the target project areas for the executive in the Coremetrics Financial Services customer profile?

- A. Improved process orientation
- B. Improved security
- C. Improved process visibility
- D. Improved top-line performance

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

definite answer.

**QUESTION 23**

What activity is involved in the cross-session funnels step, in the progression of the Coremetrics life cycle?

- A. View programmatic insights and time to reach trends to identify quick wins.
- B. Target active visitors associated with any milestone.
- C. Identify which milestones influence future milestones.
- D. Invest in the marketing, content, and products that influence milestone advancement.

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

straight answer.

**QUESTION 24**

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

- A. Displaying, in real time, the right message to present in inbound marketing channels.
- B. Building better customer relationships through more relevant interactions based on data mining and predictive modeling.
- C. Displaying to the user all the connections in their enterprise systems.
- D. Reaching customers that are remotely connected to the Internet.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

Okay.

#### **QUESTION 25**

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.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

answer is updated.

#### **QUESTION 26**

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.

**Correct Answer:** A

**Section:** (none)

## Explanation

### Explanation/Reference:

perfect answer.

### QUESTION 27

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

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

**Correct Answer:** A

**Section:** (none)

### Explanation

### Explanation/Reference:

answer is to the point.

### QUESTION 28

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.

**Correct Answer:** C

**Section:** (none)

### Explanation

### Explanation/Reference:

authenticated.

### QUESTION 29

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

Okay.

### **QUESTION 30**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

nice.