

QUESTIONS & ANSWERS

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IBM

M2080-663

IBM Digital Marketing Optimization Sales Mastery v1



DEMO

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Answer: C

QUESTION: 34

Which of these business problems is one that IBM EMM DMOS addresses?

- A. Market visibility and thought leadership
- B. Integration of marketing efforts
- C. Market research
- D. Sales forecasting

Answer: C

Reference:

http://public.dhe.ibm.com/partnerworld/pub/swg/tealeaf_2.pdf(slide 26)

QUESTION: 35

What are the two key features of cxReveal?

- A. Fraud detection and Key Performance Indicators (KPIs)
- B. Dashboards and portal integration
- C. Shadow browse and annotations
- D. Session search and fraud detection

Answer: C

Reference:

<http://public.dhe.ibm.com/common/ssi/ecm/en/zzd03170usen/ZZD03170USEN.PDF>(page 2, see feature highlights)

QUESTION: 36

What is the key value proposition of IBM Digital Analytics for Social Media?

- A. Monitor customer sentiment for your brand
- B. Track Facebook post and re-tweets from Twitter
- C. Identify social campaigns that deliver the greatest impact
- D. Measure your social media spend

Answer: D

Reference:

<http://www-03.ibm.com/software/products/us/en/social-media-digital-analytics/>

QUESTION: 37

Which products are part of the CSO Suite?

- A. cxReveal and cxView
- B. cxResults and cxView
- C. cxReveal and cxVerify
- D. cxImpact and cxResults

Answer: A

QUESTION: 38

Which marketing channel does IBM Impression Attribution primarily influence?

- A. Email marketing
- B. Display advertising
- C. Social media
- D. Mobile channels

Answer: B

Reference:

<http://www-03.ibm.com/software/products/us/en/impression-attribution/>

QUESTION: 39

Name the 3 factors that determine the price of Tealeaf software:

- A. Page count, #Tealeaf Users, and Products
- B. Products, #Tealeaf Users, and #Units
- C. #Units, Page Count and #Tealeaf Users
- D. Products, Page Count and #Units

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Answer: B

QUESTION: 40

The most persuading method to sell Tealeaf to prospects is:

- A. Differentiate Tealeaf from competitors
- B. Tell Tealeaf customer stories
- C. Tell prospects about the benefits of Tealeaf
- D. Sell products at a discounted price

Answer: B



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