

# QUESTIONS & ANSWERS

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**IBM**

## **M8010-241**

*IBM Enterprise Marketing Management Sales Mastery  
Test v1*



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

**Answer:** B

**QUESTION:** 25

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:** 26

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

**Answer:** D

**QUESTION:** 27

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.

**Answer:** A

**Reference:**

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

**QUESTION: 28**

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%2Fcwnwebanalytics.htm>

**QUESTION: 29**

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.

**Answer:** A

**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

**Answer:** D

**Reference:**

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



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