



M2080-241^{Q&As}

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QUESTION 1

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

QUESTION 2

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

Reference: <http://www.coremetrics.com/solutions/customer-lifecycle-conversion.php>

QUESTION 3

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

Reference: <http://www.slideshare.net/RussellRosen/enterprise-marketing-management- emm-overview-2627543>

QUESTION 4

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

Reference:

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

QUESTION 5

Who are the decision makers for using the CoremetricsEMM product?

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

Correct Answer: C

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