



# M2080-241<sup>Q&As</sup>

IBM Enterprise Marketing Management Sales Mastery Test v1

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#### QUESTION 1

What will increase the volume of campaigns by 30x?

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

Correct Answer: C

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#### QUESTION 2

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

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#### QUESTION 3

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

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

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#### QUESTION 4

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



- A. Refinebusiness 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

Reference: <http://www.coremetrics.co.uk/solutions/customer-history-live-profiles.php>

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#### QUESTION 5

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

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

Correct Answer: C

Reference: <http://www.slideshare.net/parature/metrics-that-wow-how-coremetrics-became-the-customer-service-model-of-success>

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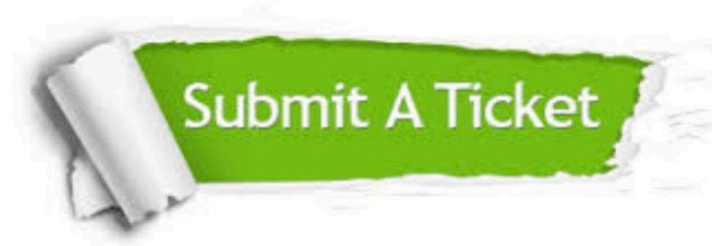
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