# M8010-241<sup>Q&As</sup>

IBM Enterprise Marketing Management Sales Mastery Test v1

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**QUESTION 1**

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

**QUESTION 2**

What percentage of the market use Web analytics?

A. Over 90%

B. Over 75%

C. Under 40%

D. Under 60%

Correct Answer: B

**QUESTION 3**

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

Reference:http://sandbox.customerthink.com/news/coremetrics_announces_significant_en
hancements_to_livemail_search_and_intelligent_offer_applica

**QUESTION 4**

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 5

What isone 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. Advancecustomers by investing in marketing, content, and products.

Correct Answer: A