



M8010-241^{Q&As}

IBM Enterprise Marketing Management Sales Mastery Test v1

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QUESTION 1

What percentage of the market use Web analytics?

- A. Over 90%
- B. Over 75%
- C. Under 40%
- D. Under 60%

Correct Answer: B

QUESTION 2

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 3

What is one of the business problems that the Unica Campaign EMM solution product addresses?

- A. Displaying to the user all the connections in their enterprise systems.
- B. Determining the total ROI and investment required for a campaign.
- C. Determining, in real time, the right message to present in inbound marketing channels.
- D. Displaying the total cost of ownership of a marketing campaign.

Correct Answer: C

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

QUESTION 4

What is one 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. Advance customers by investing in marketing, content, and products.

Correct Answer: A

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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