



M8010-241^{Q&As}

IBM Enterprise Marketing Management Sales Mastery Test v1

Pass IBM M8010-241 Exam with 100% Guarantee

Free Download Real Questions & Answers **PDF** and **VCE** file from:

<https://www.passapply.com/m8010-241.html>

100% Passing Guarantee
100% Money Back Assurance

Following Questions and Answers are all new published by IBM Official Exam Center

-  **Instant Download** After Purchase
-  **100% Money Back** Guarantee
-  **365 Days** Free Update
-  **800,000+** Satisfied Customers





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 benefit listed in the value proposition of the Coremetrics product?

- A. Refine business 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>

QUESTION 3

Who are the decision makers for using the Coremetrics EMM product?

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

Correct Answer: C

QUESTION 4

What fundamental change is marketing going through with respect to an EMM product solution?

- A. Shared media convergence influences old distribution channels.



- B. Internet no longer applies to how consumers buy.
- C. Old distribution channels challenges are re-appearing.
- D. Internet continues to transform how consumers buy.

Correct Answer: D

QUESTION 5

What is one of the target project areas for the executive in the Coremetrics 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>

[M8010-241 Practice Test](#)

[M8010-241 Study Guide](#)

[M8010-241 Braindumps](#)