



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

IBM Enterprise Marketing Management Sales Mastery Test v1

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### QUESTION 1

What is one of the business problems that the Unica Predictive Insight EMM product addresses?

- A. Displaying, in real time, the right message to present in inbound marketing channels.
- B. Building better customer relationships through more relevant interactions based on data mining and predictive modeling.
- C. Displaying to the user all the connections in their enterprise systems.
- D. Reaching customers that are remotely connected to the Internet.

Correct Answer: B

Reference: <http://www.unica.com/products/predictive-analytics.htm>

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### QUESTION 2

Which IBM product bridges marketing and selling for the Coremetrics EMM product?

- A. Sterling Commerce
- B. WebSphere Commerce
- C. Unica
- D. ILOG

Correct Answer: B

Reference: [http://en.wikipedia.org/wiki/IBM\\_WebSphere\\_Commerce](http://en.wikipedia.org/wiki/IBM_WebSphere_Commerce)

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### QUESTION 3

What is the value proposition of the Unica Leads product offering?

- A. To deliver quality leads in a timely manner.
- B. To create new market channels through leads generation.
- C. To offer new product offerings through channel marketing.
- D. To sustain existing channels through demand generation.

Correct Answer: A

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

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#### QUESTION 4

What is one of the main competitors for IBM's EMM offerings in the marketplace?

- A. Teradata
- B. IndustryTrends
- C. OpenAnalytics
- D. NetTrends

Correct Answer: A

Reference: <http://crmsearch.com/aprimo-teradata.php>

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#### QUESTION 5

What types of customers are using IBM Unica EMM products?

- A. Automotive customers.
- B. Online and bricks-and-mortar retail industry customers.
- C. Oil and gas industry customers.
- D. Heavy industrial customers.

Correct Answer: B

Reference: <http://www.unica.com/customers/case-studies.htm>

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