



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

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.geekcert.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 does the Unica eMessage engine allow the IBM customer to do?

- A. Add email authoring and execution of the marketing campaign using the Unica eMessage engine.
- B. Research the marketing campaign to see where users come from geographically.
- C. Display search results obtained by a user using the Unica eMessage engine.
- D. Select distinct customers from the Internet that are using the Unica eMessage engine.

Correct Answer: A

Reference:<http://www.unica.com/products/email-marketing.htm>

---

### QUESTION 2

What can an IBM customer do with the Unica EMM solution?

- A. Marketers can plan, design, execute, measure, and analyze multi-wave, cross-channel, and highlypersonalized marketing campaigns.
- B. Marketers can rationalize marketing costs as associated to ROI value of their marketing campaigns.
- C. Marketers can create marketing adware that targets IBM customers automatically from the IBM marketing catalog.
- D. Marketers can create a list of select services that SOA application services will interact with in their marketing campaigns.

Correct Answer: A

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

---

### QUESTION 3

What is one of the main steps in the progression of the Coremetrics life cycle?

- A. Advance customers
- B. Deliver products
- C. Build reporting structure
- D. Create customer confidence

Correct Answer: A

Reference:<http://www.coremetrics.com/solutions/customer-lifecycle-conversion.php>

---



#### QUESTION 4

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 5

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

[M8010-241 VCE Dumps](#)

[M8010-241 Practice Test](#)

[M8010-241 Braindumps](#)