



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.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 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 2

What is one of the forces that is shaping howcompanies 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 newmarketing channels.

Correct Answer: B

QUESTION 3

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 4



What is one of the typical groups of people that IBM markets to?

- A. Server administrators
- B. Marketing and IT leaders
- C. Programmers
- D. IT installers

Correct Answer: B

QUESTION 5

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_enhancements_to_livemail_search_and_intelligent_offer_applica

[Latest M8010-241 Dumps](#)

[M8010-241 VCE Dumps](#)

[M8010-241 Practice Test](#)