



M8010-241^{Q&As}

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QUESTION 1

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

QUESTION 2

What activity is involved in the cross-session funnels step, in the progression of the Coremetrics life cycle?

- A. View programmatic insights and time to reach trends to identify quickwins.
- B. Target active visitors associated with any milestone.
- C. Identify which milestones influence future milestones.
- D. Invest in the marketing, content, and products that influence milestone advancement.

Correct Answer: A

QUESTION 3

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 4



What is the main objective of the EMM solution for IBM customers?

- A. Power the success of every marketing organization with innovative technology solutions.
- B. Entertain new business prospects by adapting legacy systems.
- C. Increase content flow between IBM products allowing the customer to make IBM product purchase decisions.
- D. Decentralization of content in the marketplace.

Correct Answer: A

QUESTION 5

How does Coremetrics interact with other products?

- A. Coremetrics does not interact with other products.
- B. Coremetrics uses IBM middleware SaaS products to interact with other products.
- C. Coremetrics is a software service and can be called by other products.
- D. Coremetrics supports communication with other products using a shared data source.

Correct Answer: C

Reference:

<http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/index.jsp?topic=%2Fcom.ibm.commerce.admin.doc%2Fconcepts%2Fcwnwebanalytics.htm>

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