



**IBM**

**M2080-241**

*IBM Enterprise Marketing Management Sales Mastery  
Test v1*

**QUESTION: 23**

What percentage of the market use Web analytics?

- A. Over 90%
- B. Over 75%
- C. Under 40%
- D. Under 60%

**Answer: B**

**QUESTION: 24**

Which of these business problems is one that an IBM EMM product solves?

- A. Database through-put
- B. Staffing requirements
- C. Event detection
- D. Sales forecasting

**Answer: D**

**QUESTION: 25**

Which role is part of the executive role, for the target audience, for the Coremetrics product?

- A. VP Finance
- B. CMO
- C. VP Engineering
- D. CFO

**Answer: B**

**Explanation:**

Since Coremetrics is all about marketing. The executive role for the target audience should be Chief Marketing Officer or CMO.

**QUESTION: 26**

What is one benefit listed in the value proposition of the Coremetrics product?

- A. Refinebusiness 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.

**Answer:** D

**Reference:**

<http://www.coremetrics.co.uk/solutions/customer-history-live-profiles.php>

**QUESTION:** 27

Who are the influencers for using the Coremetrics EMM product?

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

**Answer:** B

**QUESTION:** 28

Who are the decision makers for using the CoremetricsEMM product?

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

**Answer:** C

**QUESTION:** 29

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.

**Answer:** A

**QUESTION: 30**

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

**Answer:** A

**Reference:**

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

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