IBM

M2080-713

IBM Mobile Customer Engagement Sales Mastery Test v1

Notification
☞ Turn "On" Simple Push Notifications on their Mobile Device
☞ "Opted-In" to receiving Rich Push Notifications from the Mobile App
Once this is done, a Marketer using IBM Mobile Push Notification can send App Push notifications to the Mobile App User!

QUESTION: 25
Which of the following is an example of a narrowcast message?

A. "Your order is out for delivery."
B. "Update to the newest version of the app for latest updates."
C. "Stop in and finish your summer shopping with Fashion Finds from $5!"
D. "Free shipping now through until Thursday 10/24/2014."

Answer: C

Explanation:
Narrowcast:message some app usersbased on rules & segments Incorrect:
Not A: 1:1
Not B: All

QUESTION: 26
User-level response data is available in which of the following ways?

A. Batch-mode
B. Real-time
C. Batch-mode and real-time.
D. User-level response data is not available.

Answer: A

QUESTION: 27
Can messages be delivered to users who do not have the mobile application open?

A. Yes
B. No
C. Yes. but users can only receive simple notifications if their app is closed.
D. Yes. but users can only receive rich notifications if their app is closed.

Answer: A

Explanation:
Notification inbox for rich push storage and placement

QUESTION: 28
How often do mobile users keep their device near them?

A. 75%
B. 91%
C. 50%
D. 25%

Answer: B

Explanation:
91%of the mobile users keep their device withinarm's reach 100% of the time.

QUESTION: 29
Which of the following is a customer facing API?

A. Passbook
B. Metrics
C. Location
D. Registration

Answer: A

Explanation:
Customer facing APIs include: Push, Bulk Push, Tags, Application Management.
Incorrect:
Registration, Location, and Metrics are Internal SDK APIs.

QUESTION: 30
What is the selling style of IBM Xtify?

A. Aggressive
B. Consultative
C. Misinformed
D. Weak

Answer: B

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