

IBM

Exam M8010-241

IBM Enterprise Marketing Management Sales Mastery Test v1

Version: 6.0

[Total Questions: 30]

Question No : 1

What will increase the volume of campaigns by 30x?

- A. Media awareness
- B. Serialization
- C. Automation
- D. Transformation

Answer: C

Question No : 2

What is one of the business problems that the Unica PredictiveInsight EMM product addresses?

- A. Displaying, in real time, the right message to present in inbound marketing channels.
- B. Building better customer relationships through more relevant interactions based on data mining and predictive modeling.
- C. Displaying to the user all the connections in their enterprise systems.
- D. Reaching customers that are remotely connected to the Internet.

Answer: B

Reference: <http://www.unica.com/products/predictive-analytics.htm> s

Question No : 3

What percentage of the market use Web analytics?

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

Answer: B