

IBM

Exam M8010-663

IBM Digital Marketing Optimization Sales Mastery v1

Version: 6.0

[Total Questions: 40]

Question No : 1

Aimed at the mid-market and the digital marketing departments of large organization, the IBM Marketing Center application helps customer do what?

- A. Organize product offers for social channels
- B. Manage real-time marketing, split testing and site personalization
- C. Deliver instant insight into the performance of mobile campaigns
- D. Improve your search engine optimization and search marketing efforts

Answer: B

Reference: <http://www-03.ibm.com/software/products/us/en/all-in-one-marketing/> (see the first bullet on the page)

Question No : 2

Which of the following represents an average deal size for a new customer in 2011, and then an average follow-on deal?

- A. \$160,000 and \$400,000
- B. \$200,000 and \$360,000
- C. \$240,000 and \$360,000
- D. \$280,000 and \$400,000

Answer: A

Question No : 3

What is the product family that enables you to seamlessly integrate online customer experience data with other business application?

- A. CSO Suite
- B. CBA Suite
- C. CX Mobile
- D. cxConnect

Answer: D

Reference: <http://www-01.ibm.com/common/ssi/cgi-bin/ssialias?infotype=AN&subtype=CA&htmlfid=897/ENUS213-096&apname=USN> (see cxconnect integration solutions)

Question No : 4

What are some of the primary products involved in the DMO solution's ability to deliver compelling personalization?

- A. IBM Lifecycle and IBM AdTarget
- B. IBM Digital Data Exchange and IBM Impression Attribution
- C. IBM Digital Analytics on Premises
- D. IBM Marketing Optimization and Interaction History

Answer: A

Question No : 5

What do IBM customers typically yield from IBM Product Recommendations, in terms of revenue lift?

- A. 50% in sales; 80% during the holidays
- B. 5-20% lift in average order value
- C. 3-5% increase in products purchased
- D. 60-70% improvement in conversion rates

Answer: C

Question No : 6

Of the four brands that compose IBM Enterprise Marketing Management (EMM), which two make up the bulk of EMM's DMO capabilities?

- A. Unica and Coremetrics
- B. Unica and Tealeaf