IBM

Exam M8010-713

IBM Mobile Customer Engagement Sales Mastery Test v1

Version: 6.0

[Total Questions: 30]

Question No : 1

Can a marketer set notifications to react to purchase history using IBM Xtify?

A. Yes
B. No
C. Yes, but only purchase history over a weekend.
D. Yes. but only purchase history between Monday-Friday.

Answer: A

Explanation: Marketers can quickly set notifications and react to anything.

For example: purchase history

Question No : 2

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 users based on rules & segments
Incorrect:
Not A: 1:1
Not B: All

Question No : 3

How long does it take to roll out an IBM Xtify for Web Push campaign?

A. Approximately 1 minute or less
B. Approximately 1 hour