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# 000-M241

## IBM

*IBM Enterprise Marketing Management Sales Mastery  
Test v1*

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**QUESTION: 1**

How is the Coremetrics Software as a Service (SaaS) product used in IBM's EMM product lineup?

- A. It is used as a deployment model to optimize online marketing.
- B. It is used as a recovery mode to recover from online disasters.
- C. It is used as a replication server to replicate marketing information.
- D. It is used as a tracking product for tracking customer transactions.

**Answer:** A

**Reference:**

<http://www.informationweek.com/news/software/bi/231002187>

**QUESTION: 2**

What is the value proposition of the Unica Leads product offering?

- A. To deliver quality leads in a timely manner.
- B. To create new market channels through leads generation.
- C. To offer new product offerings through channel marketing.
- D. To sustain existing channels through demand generation.

**Answer:** A

**Reference:**

<http://www.unica.com/products/lead-managment.htm>

**QUESTION: 3**

What is one of the main competitors for IBM's EMM offerings in the marketplace?

- A. Teradata
- B. IndustryTrends
- C. OpenAnalytics
- D. NetTrends

**Answer:** A

**Reference:**

<http://crmsearch.com/aprimo-teradata.php>

**QUESTION: 4**

What will help serve to enhance personalization efforts for Coremetrics EMM products?

- A. Incorporating qualitative feedback.
- B. Increasing operational awareness.
- C. Integrating learned visitor attributes.
- D. Augmenting customer profile.

**Answer:** C

**Reference:**

[http://sandbox.customerthink.com/news/coremetrics\\_announces\\_significant\\_enhancements\\_to\\_livemail\\_search\\_and\\_intelligent\\_offer\\_applica](http://sandbox.customerthink.com/news/coremetrics_announces_significant_enhancements_to_livemail_search_and_intelligent_offer_applica)

**QUESTION: 5**

What is the value proposition of the Unica Detect product offering?

- A. To build valuable, trusted relationships.
- B. To determine the right message to present in inbound marketing channels.
- C. To deliver quality leads in a timely manner.
- D. To improve cross-sell and retention rates by detecting when customers are most receptive to offers.

**Answer:** D

**Reference:**

<http://www.unica.com/products/event-based-marketing.htm>

**QUESTION: 6**



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