

# 00M-241

## 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**

**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**

**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**

**QUESTION: 4**

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

- A. Incorporating qualitative feedback.
- B. Increasing operational awareness.



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