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**Exam** : **M8010-241**

**Title** : IBM Enterprise Marketing  
Management Sales Mastery  
Test v1

**Version** : DEMO

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

- 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>

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>

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>

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)

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>