IBM

M2080-663

IBM Digital Marketing Optimization Sales Mastery v1

Answer: C

QUESTION: 34
Which of these business problems is one that IBM EMM DMOS addresses?

A. Market visibility and thought leadership
B. Integration of marketing efforts
C. Market research
D. Sales forecasting

Answer: C

Reference:
http://public.dhe.ibm.com/partnerworld/pub/swg/tealeaf_2.pdf(slide 26)

QUESTION: 35
What are the two key features of cxReveal?

A. Fraud detection and Key Performance Indicators (KPIs)
B. Dashboards and portal integration
C. Shadow browse and annotations
D. Session search and fraud detection

Answer: C

Reference:
http://public.dhe.ibm.com/common/ssi/ecm/en/zzd03170usen/ZZD03170USEN.PDF(page 2, see feature highlights)

QUESTION: 36
What is the key value proposition of IBM Digital Analytics for Social Media?

A. Monitor customer sentiment for your brand
B. Track Facebook post and re-tweets from Twitter
C. Identify social campaigns that deliver the greatest impact
D. Measure your social media spend

Answer: D

Reference:
http://www-03.ibm.com/software/products/us/en/social-media-digital-analytics/

QUESTION: 37
Which products are part of the CSO Suite?

A. cxReveal and cxView
B. cxResults and cxView
C. cxReveal and cxVerify
D. cxlmpact and cxResults

Answer: A

QUESTION: 38
Which marketing channel does IBM Impression Attribution primarily influence?

A. Email marketing
B. Display advertising
C. Social media
D. Mobile channels

Answer: B

Reference:
http://www-03.ibm.com/software/products/us/en/impression-attribution/

QUESTION: 39
Name the 3 factors that determine the price of Tealeaf software:

A. Page count, #Tealeaf Users, and Products
B. Products. #Tealeaf Users, and #Units
C. #Units, Page Count and #Tealeaf Users
D. Products. Page Count and #Units

Answer: B

QUESTION: 40
The most persuading method to sell Tealeaf to prospects is:

A. Differentiate Tealeaf from competitors
B. Tell Tealeaf customer stories
C. Tell prospects about the benefits of Tealeaf
D. Sell products at a discounted price

Answer: B

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