



**IBM**

**M2080-713**

*IBM Mobile Customer Engagement Sales Mastery Test  
v1*

Notification

☞ Turn “On” Simple Push Notifications on their Mobile Device

☞ “Opted-In” to receiving Rich Push Notifications from the Mobile App

Once this is done, a Marketer using IBM Mobile Push Notification can send App Push notifications to the Mobile App User!

**QUESTION: 25**

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 usersbased on rules & segments Incorrect:

Not A: 1:1

Not B: All

**QUESTION: 26**

User-level response data is available in which of the following ways?

- A. Batch-mode
- B. Real-time
- C. Batch-mode and real-time.
- D. User-level response data is not available.

**Answer: A**

**QUESTION: 27**

Can messages be delivered to users who do not have the mobile application open?

- A. Yes
- B. No
- C. Yes. but users can only receive simple notifications if their app is closed.
- D. Yes. but users can only receive rich notifications if their app is closed.

**Answer: A**

**Explanation:**

Notification inbox for rich push storage and placement

**QUESTION: 28**

How often do mobile users keep their device near them?

- A. 75%
- B. 91%
- C. 50%
- D. 25%

**Answer: B**

**Explanation:**

91% of the mobile users keep their device within arm's reach 100% of the time.

**QUESTION: 29**

Which of the following is a customer facing API?

- A. Passbook
- B. Metrics
- C. Location
- D. Registration

**Answer: A**

**Explanation:**

Customer facing APIs include: Push, Bulk Push, Tags, Application Management.

Incorrect:

Registration, Location, and Metrics are Internal SDK APIs.

**QUESTION: 30**

What is the selling style of IBM Xtify?

- A. Aggressive
- B. Consultative
- C. Misinformed
- D. Weak

**Answer: B**

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