IBM

M8010-663

IBM Digital Marketing Optimization Sales Mastery Test v1

QUESTION: 34
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: 35
What is the name of the core product of the IBM DMO solution?

A. IBM Digital Analytics
B. IBM Unica Analytics
C. IBM Coremetrics Benchmark
D. IBM Digital Marketing Execution

Answer: A

Reference:
http://www-03.ibm.com/software/products/us/en/category/SWX40 (click the products tab)

QUESTION: 36
What is the difference between the CBA Suite and the CSO Suite?

A. CBA helps call centers to see what customers see; helps resolve customer disputes, identify fraud. CSO helps companies replay sessions, drill down problems in their website and create business impact reports
B. CSO helps call centers to see what customers see, helps resolve customer disputes, identify fraud. CBA helps companies replay sessions, drill down problems in their website and create business impact reports.
C. CBA Suite integrates with other business applications to see what customers see: real- time; customer disputes, fraud and audits. CSO helps companies replay sessions, drill down problems in their website and create business impact reports
D. CSO Suite integrates with other business applications to see what customers see, real- time, customer disputes, fraud and audits.

Answer: C

QUESTION: 37
What is IBM Multichannel Analytics designed to help marketers achieve?

A. Push messaging across multiple marketing channels
B. Segmentation of marketing activities across web, mobile and social
C. One-to-one customer interaction across multiple channels
D. Improved insight via incorporation of offline data

Answer: C

QUESTION: 38
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.PD
F (page 2, see feature highlights)

QUESTION: 39
Name some of the metrics that marketers routinely track with DMO products?

A. Social and mobile throughput
B. Email open rate and conversion rate
C. Total hits and pages displayed
D. Return on direct mail

Answer: B

QUESTION: 40
Which types of mobile properties does Tealeaf support?

A. Mobile web only
B. Mobile web and native apps (iOS, Android: Blackberry and Windows Phone)
only
C. Mobile web and native apps (iOS, Android) and hybrid apps (iOS, Android) only
D. Mobile web and native apps (iOS: Android), hybrid apps: and HTML5 only

Answer: D

Reference:
http://www-03.ibm.com/software/products/us/en/cx-mobile/ (see the bullets)

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