IBM

Exam 000-M246

M246 IBM Smarter Commerce Sales Mastery Test v1

Version: 7.0

[Total Questions: 50]

Question No : 1

You can create a powerful self-service experience for the customer using?

A. The IBM Customer Experience Suite
B. The IBM Commerce Framework
C. The IBM Enterprise Service Process Manager
D. The IBM Customer Service System

Answer: A

Explanation: IBM Customer Experience Suite Demo

Your business is built on the relationships you have with your customers.
And those relationships are happening online.
As we infuse the world's systems with greater intelligence, it's possible to create compelling, meaningful
interactions on the web—personalized for each customer.
These kinds of experiences help you stand out from the crowd, and can transform your customers into loyal advocates.

Reference:ftp://lotusweb.boulder.ibm.com/lotusweb/portal/assets/vo_script.pdf

Question No : 2

Segmentation, offer management, interaction history, real-time behavioral targeting, and contact optimization are examples of capabilities delivered as part of what?

A. Data mining.
B. Social platform.
C. Central decisioning.
D. Customer clustering.

Answer: C

Explanation: Unica Interactive Marketing

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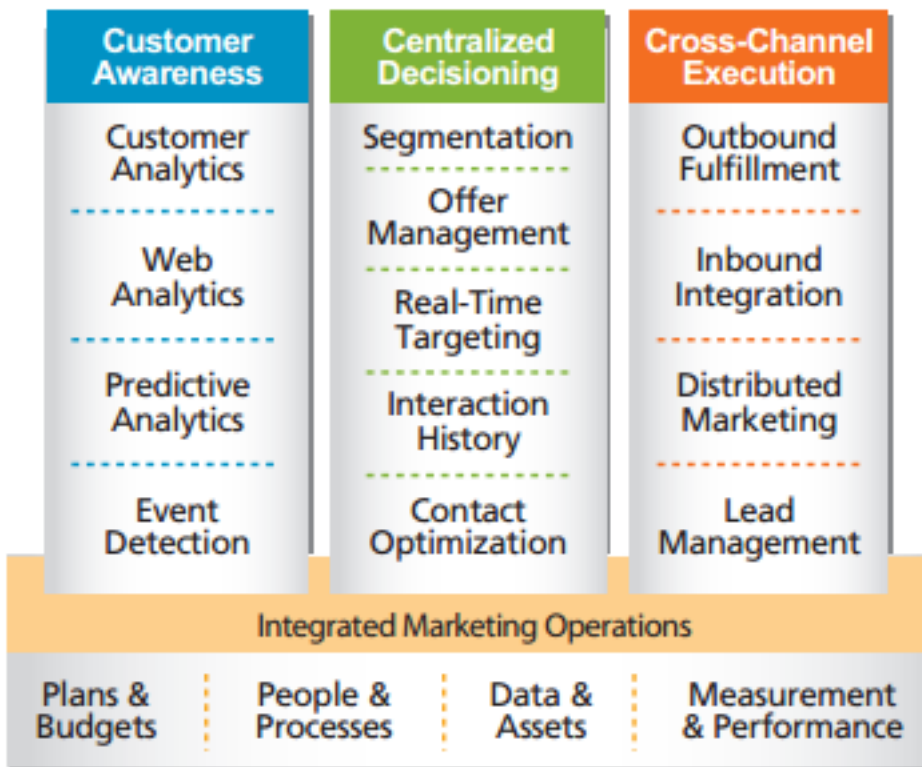
Reference:The Evolving Marketing Platform,How Unica Makes Marketing Interactive

URL:http://www-304.ibm.com/businesscenter/cpe/download0/222611/Unica_WP_The_Evolving_Marketing.pdf

Question No : 3

Smarter Commerce is focused on which of the following 3 dimensions with respect to the customer?

A. Customer potential, customer transaction capture, customer fulfillment.
B. Customer insight, customer value strategy, customer & partner engagement.
C. Customer demographics, customer geography, customer affluence.
D. Customer returns, customer purchases, customer order changes.

Answer: B

Explanation: Smarter Commerce focuses on three dimensions centered around the customer

Customer insight

customer value strategy

customer & partner engagement

Question No : 4

Smarter Commerce capabilities are packaged and delivered as what?

A. A single, high-value, shrink-wrapped, solution for commerce.
B. Middleware components requiring additional business function software.
C. Software, hardware, and services to deliver specific business process capabilities which support each phase of the commerce cycle.
D. A simple monolithic application for each phase of the commerce cycle.

Answer: C

Explanation: *"smarter commerce." The idea is to throw some cloud computing resources at classic problems that businesses face in selling their products and services, especially around marketing. The cloud provides the computing horsepower needed to do deep analytics to find out if marketing campaigns are meeting their objectives, by gathering lots of data about customer preferences, especially online: Nearly two-thirds of all consumers make a first purchase because of a digital experience.

Question No : 5

What provides the capability to rapidly deliver new web concepts or delineated brand sites via asset sharing on a common platform?

A. Personalization
B. Social integration
C. Partnership with affiliates
D. Extended sites

Answer: B

Explanation: *IBM Platform for social business

Get the integrated, secure and scalable technologies you need to cultivate collaboration and inspire advocacy at your organization.

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Social integration

IBM WebSphere Portal and Web Content
Manager provide a single point of access to
the applications, services, information and
social connections that users need to
innovate.

Question No : 6

The web marketing continuous optimization platform can drive which of the following
capabilities?

A. Optimize paid search advertising.
B. Automate customer recommendations based on LIVE profile.
C. Target through online advertisements based on interaction history.
D. All of the above.

Answer: B

Explanation: The IBM Digital Marketing Optimization solution makes it practical to garner
insights from web analytics and digital customer profiles and with a few clicks turn them
into personalized marketing campaigns by means of website, mobile, email, and other
digital channels.

Question No : 7

In order to effectively implement _____ you must be able to aggregate line items
from individual orders to send to suppliers and then separate them out again for customer
fulfillment.

A. store operations

B. cross-channel order management

C. social marketing

D. supply chain visibility

Answer: D

Explanation: IBMSterling Supply Chain Visibility optimizes inbound supply and outbound fulfillment processes through near real-time, in-depth visibility across your supply chain networks. It provides a thorough view of your inbound supply and outbound fulfillment activity across your supply chain network by providing connectivity to your various supply chain trading partners and their enterprise applications.

Question No : 8

What can AdTarget do?

A. Monitor all advertisements watched on cable television

B. Working with affiliates, target Internet ads without email

C. Utilize You Tube to more effectively deliver ad content

D. Force customers to watch the entire Internet ad before entering websites

Answer: B

Explanation: IBMAdTargetleverages granular visitor activities captured by IBM Digital Analytics to enable delivery of highly relevant display ads and increase visitor reacquisition rates.

IBM AdTarget clients increase reach by placing relevant ads before larger, better-segmented audiences faster.

Question No : 9

What are Smarter Commerce 'Buy' Offerings focused on?

A. Visibility and optimization in the supply chain.

B. Customer buying patterns.

C. Effective 1:1 marketing to facilitate customer purchase decisions.