



# IBM Enterprise Marketing Management Sales Mastery Test v1

Version: 6.0

[Total Questions: 30]

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# Question No: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

**Question No : 2** 

What is the value proposition of the Unica Leads product offering?

- A. To deliver quality leads in a timely manner.
- **B.** Tocreate 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

### **Question No: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**