

# IBM

## Exam M2080-713

### IBM Mobile Customer Engagement Sales Mastery Test v1

Version: 6.0

[ Total Questions: 30 ]

**Question No : 1**

What are the common industries that IBM Xtify caters to?

- A. Retail and E-commerce
- B. Financial Services
- C. Travel & Hospitality
- D. All of the above

**Answer: C**

**Explanation:** \*Xtify provides mobile application publishers with the tools to create, manage and execute push and location-triggered notification campaigns across smartphone platforms.

\*Markets Served:

Enterprise customers in Retail, travel,publishing/media & entertainment, banking,government, CPG, others

**Question No : 2**

Which of the following features makes it easy for IBM Xtifyto integrate with CRM by helping aggregate data across various channels?

- A. XRD
- B. XID
- C. XCD
- D. XPI

**Answer: B**

**Explanation:** \*XID, a unique identifier assigned to each individual app, links cross-channel disparate data sources to yield actionable customer insight

\*The IBM Mobile Push Notification Push API allows you to immediately send a message to a set of users that you can select by XID, positive or negative tags, or a "send to all" flag. By exposing our push interface via API, you can generate timely one-off notifications and event-based messages from within your own service either by hand or automatically.