IBM

Exam M2180-716

IBM MobileFirst Sales Mastery Test v1

Version: 6.0

[Total Questions: 36]

Question No : 1

Which of the following is NOT true how IBM Mobile Customer Engagement (Xtify) helps marketers increase customer engagement and revenue?

A. Ability to send personalized messages to mobile web browsers and mobile app users
B. Enable security and management access to mobile and web applications with single sign-on, session management and context-based access control
C. Ability to send personalized messages to a dynamic set of individuals based on expressed preferences
D. Ability to quickly and easily personalize mobile offers in real-time, and integrate and execute mobile cross-channel marketing campaigns

Answer: B

Question No : 2

Which of the following is NOT considered a characteristic of a mobile leader?

A. Leaders secure and manage the mobile enterprise to optimize performance
B. Leaders should not expect to realize ROI from mobile initiatives
C. Leaders use insights to engage their customers wherever they are
D. Leaders build apps that unlock core business knowledge

Answer: B

Question No : 3

The IBM Mobile Customer Engagement (Xtify) portfolio includes everything EXCEPT:

A. XML-formatted documents
B. Native Push
C. Rich Push
D. Web Push
E. SMS solutions

Answer: A