

# IBM

## Exam M8010-241

### IBM Enterprise Marketing Management Sales Mastery Test v1

Version: 6.0

[ Total Questions: 30 ]

**Question No : 1**

What will increase the volume of campaigns by 30x?

- A. Media awareness
- B. Serialization
- C. Automation
- D. Transformation

**Answer: C**

**Question No : 2**

What is one of the business problems that the Unica PredictiveInsight EMM product addresses?

- A. Displaying, in real time, the right message to present in inbound marketing channels.
- B. Building better customer relationships through more relevant interactions based on data mining and predictive modeling.
- C. Displaying to the user all the connections in their enterprise systems.
- D. Reaching customers that are remotely connected to the Internet.

**Answer: B**

Reference: <http://www.unica.com/products/predictive-analytics.htm> s

**Question No : 3**

What percentage of the market use Web analytics?

- A. Over 90%
- B. Over 75%
- C. Under 40%
- D. Under 60%

**Answer: B**