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**Exam :** M2080-663

**Title :** IBM Digital Marketing Optimization  
Sales Mastery v1

**Vendors :** IBM

**Version :** DEMO

NO.1 What is one benefit listed in the value proposition for the DMO solution's customer profiles (LIVE Profiles)?

- A. Instant insight into opt-in permissions
- B. Provide a complete picture of customer interactions
- C. Detailed history of a customer's word-of-mouth activity
- D. Ability to analyze customer sentiment and opinions

**Answer:** B

NO.2 The products in CBA Suite consists of all the following except:

- A. cxReveal
- B. cxView
- C. cxResults
- D. cxOverstat
- E. cxImpact

**Answer:** A,C

Reference:<http://www-03.ibm.com/software/products/us/en/customer-behavior-analysis/>

NO.3 Which marketing channel does IBM Impression Attribution primarily influence?

- A. Email marketing
- B. Display advertising
- C. Social media
- D. Mobile channels

**Answer:** B

Reference:<http://www-03.ibm.com/software/products/us/en/impression-attribution/>

NO.4 When it comes to DMO's digital marketing execution, what are some of the key capabilities?

- A. Strategic planning and budgeting
- B. Product recommendations and email targeting
- C. Measuring customer interaction across their lifecycle
- D. Generating a pipeline of qualified leads

**Answer:** B

NO.5 What is IBM Multichannel Analytics designed to help marketers achieve?

- A. Push messaging across multiple marketing channels
- B. Segmentation of marketing activities across web, mobile and social
- C. One-to-one customer interaction across multiple channels
- D. Improved insight via incorporation of offline data

**Answer:** C

NO.6 The most persuading method to sell Tealeaf to prospects is:

- A. Differentiate Tealeaf from competitors
- B. Tell Tealeaf customer stories
- C. Tell prospects about the benefits of Tealeaf
- D. Sell products at a discounted price

**Answer: B**

NO.7 Name the 3 factors that determine the price of Tealeaf software:

- A. Page count, #Tealeaf Users, and Products
- B. Products, #Tealeaf Users, and #Units
- C. #Units, Page Count and #Tealeaf Users
- D. Products, Page Count and #Units

**Answer: B**

NO.8 What market factors is this target audience looking to address with the DMO solution?

- A. Data security
- B. Privacy concerns
- C. Just-In-Time inventory
- D. Data explosion and social media

**Answer: D**

NO.9 What are the two primary benefits for companies using Tealeaf?

- A. Marketing placement and IT performance
- B. IT performance and data analytics
- C. Conversion and retention
- D. Data analytics and retention

**Answer: C**

NO.10 What are some of the primary products involved in the DMO solution's ability to deliver compelling personalization?

- A. IBM Lifecycle and IBM AdTarget
- B. IBM Digital Data Exchange and IBM Impression Attribution
- C. IBM Digital Analytics on Premises
- D. IBM Marketing Optimization and Interaction History

**Answer: A**