



# ITTEST

QUESTION & ANSWER

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**Exam** : **M2080-663**

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

**Version** : DEMO

1.Name three benefits of the CSO Suite:

- A.Market positioning: reduction in Average Handle Timer dispute resolution
- B.Customer conversion, reduction in Average Handle Time, customer training
- C.Cross-sell / up-sell, call avoidance, reduction in Average Handle Time
- D.Improve site content, call avoidance, fraud forensics

**Answer: B**

2.Of the four brands that compose IBM Enterprise Marketing Management (EMM), which two make up the bulk of EMM's DMO capabilities?

- A.Unica and Coremetrics
- B.Unica and Tealeaf
- C.Coremetrics and DemandTec
- D.Coremetrics and Tealeaf

**Answer: D**

3.What is the product family that enables you to seamlessly integrate online customer experience data with other business application?

- A.CSO Suite
- B.CBA Suite
- C.CX Mobile
- D.cxConnect

**Answer: D**

4.Which applications do the CX Mobile support?

- A.Native Apps and Mobile Site
- B.HTML5, Hybrid Apps, and Native Apps
- C.HTML5, Hybrid Apps, Native Apps, Mobile Site
- D.HTML Native Apps, and Hybrid Apps

**Answer: C**

5.What are the two key features of cxImpact?

- A.Replay search and basic reporting
- B.Replay and audits
- C.Performance reporting and form conversion
- D.Session history and summary reports

**Answer: B**