



**Vendor:** IBM

**Exam Code:** M2080-663

**Exam Name:** IBM Digital Marketing Optimization Sales  
Mastery Test v1

**Version:** DEMO

**QUESTION 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**

**QUESTION 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**

**QUESTION 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**

**QUESTION 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**

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