Vendor: IBM

Exam Code: M2080-713

Exam Name: IBM Mobile Customer Engagement Sales
Mastery Test v1

Version: DEMO

QUESTION 1

What are the common industries that IBM Xtify caters to?

A. Retail and E-commerce
B. Financial Services
C. Travel & Hospitality
D. All of the above

Answer: C
Explanation:
*Xtify provides mobile application publishers with the tools to create, manage and execute push and location-triggered notification campaigns across smartphone platforms.

*Markets Served:
Enterprise customers in Retail, travel,publishing/media & entertainment, banking,government, CPG, others

QUESTION 2
Which of the following features makes it easy for IBM Xtify to integrate with CRM by helping aggregate data across various channels?

A. XRD
B. XID
C. XCD
D. XPI

Answer: B
Explanation:
*XID, a unique identifier assigned to each individual app, links cross-channel disparate data sources to yield actionable customer insight
*The IBM Mobile Push Notification Push API allows you to immediately send a message to a set of users that you can select by XID, positive or negative tags, or a "send to all" flag. By exposing our push interface via API, you can generate timely one-off notifications and event-based messages from within your own service either by hand or automatically.

QUESTION 3
Which of the following outputs can brands distribute messages through using IBM Xtify?

A. Mobile App Push. Mobile Web Push, Passbook,SMS
B. Mobile App Push. Mobile Web Push only
C. SMS. Mobile App Push only
D. Mobile App Push only

Answer: A
Explanation:
XtifyCapabilitiesinclude:
Real time mobile engagement platform for apppush, web push, SMS, and wallet

QUESTION 4
The analytics portal allows viewing of messages based on which of the following?

A. Date range
B. Application
C. Configuration
D. All of the above

Answer: D

QUESTION 5
Who are the typical target decision makers to buy IBM Xtify?

A. Loyalty, CRM, E-commerceand Mobile Teams
B. CEOandCTO
C. CEOandCMO
D. CEO only

Answer: C
Explanation:
A chief marketing officer (CMO) is a corporate executive responsible for marketing activities in an organization.

QUESTION 6
What does IBM Xtify allow Marketers to do?

A. Advanced segmentation and real-time targeting
B. View performance and channel analytics
C. Deliver user level data for systems insight generation
D. All of the above

Answer: D
Explanation:
* Advanced segmentation for 1:1 messaging, personalization, and real-time decisioning
*View performance analytics and channel data in marketer dashboard
*Import user-level data to other systems for insight generation

Push notifications offer marketers a way toinfluence intent, inform customers, and learn about mobile users.

*Real-time segmenting, targeting, andengagement of your mobile sitevisitors.

QUESTION 7
IBM Xtify for Web Push can work across which types of browsers?

A. Internet Explorer and Mozilla Firefox only.
B. Any browser that has HTML 5 or above.
C. Mozilla Firefox and Google Chrome only.
D. Google Chrome and Apple Safari only.

Answer: B

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