Testpassport Q&A

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Exam : **M8010-713**

Title : IBM Mobile Customer Engagement Sales Mastery Test v1

Version : DEMO

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

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.

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

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

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.