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Exam : **M8010-713**

Title : IBM Mobile Customer
Engagement Sales Mastery
Test v1

Vendor : IBM

Version : DEMO

NO.1 Does a user have to "opt in" to receive a notification in the browser inbox?

- A. Yes, users must opt in.
- B. No, users do not have to opt in.
- C. Yes, users must opt in and also download the mobile app.
- D. Users cannot receive notifications in a browser inbox.

Answer: B

Explanation:

Inbox-Only Notifications

Deliver rich push messages without interrupting users.

These messages can be delivered even if a user has not opted into push.

NO.2 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:

Xtify Capabilities include:

Real time mobile engagement platform for app push, web push, SMS, and wallet

NO.3 What is the selling style of IBM Xtify?

- A. Aggressive
- B. Consultative
- C. Misinformed
- D. Weak

Answer: B

NO.4 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.

NO.5 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 to influence intent, inform customers, and learn about mobile users.

*Real-time segmenting, targeting, and engagement of your mobile site visitors.

NO.6 Which of the following rules can be set to trigger messages?

- A. User location, user preference, user behavior, day and time
- B. User location and user preference only
- C. User location, day and time only
- D. User location and user behavior only

Answer: A