

**Exam Number/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 Xtifyto 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: Xtify Capabilities include:

Real time mobile engagement platform for app push, 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-commerce and Mobile Teams
- B. CEO and CTO
- C. CEO and CMO
- D. CEO only

Answer: C

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