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QUESTION 1

In Unica Campaign, the flowchart Schedule Process can start a basic schedule based on which feature(s)?

- A. Date and time
- B. Trigger
- C. Date and trigger
- D. Date, time and trigger

Correct Answer: D

QUESTION 2

In Unica Campaign, a user can add a new flowchart to a campaign either by creating a new one, or by what other method?

- A. Select "New Flowchart" from the Options menu.
- B. Run the "Create Flowchart" script.
- C. Copy an existing flowchart.
- D. Create a new row in the target cell spreadsheet.

Correct Answer: C

QUESTION 3

In Unica Marketing Operations, what happens if a person who is assigned to the required approver role does not respond to an Approval request even though all other assigned Approvers have responded?

- A. The Approval can be completed without the required Approver's response if the person sending out the approval request decides the approval is not needed.
- B. The person sending out the Approval request needs to override the need for an Approver's response.
- C. The Approval is not completed until all required Approvers respond.
- D. The required Approver can override the need to send an approval for a specific request.

Correct Answer: C

QUESTION 4

Which Unica Campaign process controls the actual execution of completed Campaigns, including managing and generating output of contact lists, assigning offers to target audiences, tracking contacts, logging of data, and



scheduling of Unica Campaign or Session runs?

- A. Execution/Run
- B. Analytical/Optimization
- C. Data Manipulation
- D. Cube

Correct Answer: A

QUESTION 5

What is a recommended part of the planning process for a customer in order to install Unica Campaign?

- A. Hardware and software environment and Unica hardware sizing parameters.
- B. Create Campaigns
- C. Install Cognos
- D. Configure the Unica Marketing platform parameters.

Correct Answer: A

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