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IBM Unica Enterprise Campaign Technical Mastery Test V1

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QUESTION 1

What type of process is the Mail List in Unica Campaign?

- A. Contact process
- B. Response process
- C. History process
- D. Parameterized process

Correct Answer: A

QUESTION 2

What templates does a customer need to import if the Unica Marketing Platform and Unica Campaign system tables databases are of the same database type?

- A. None, the system automatically imports the template.
- B. SQLServer template
- C. Oracle template
- D. DB2 template

Correct Answer: A

QUESTION 3

What is a key tool to use when creating the database and schema for the Unica Campaign system tables?

- A. unica_actrg
- B. Unica Campaign database information checklist
- C. unica_svradmin
- D. Database native data loaders

Correct Answer: B

QUESTION 4

Which Unica Campaign process divides incoming cells into sub-groups (sub-cells) based on a percentage or an actual number?

- A. Segment



B. Sample

C. Select

D. Extract

Correct Answer: B

QUESTION 5

In Unica Campaign, where does a customer access Campaign Summary and Offer Campaign Listings reports?

A. Campaign menu

B. Operations menu

C. Analytics menu

D. Component menu

Correct Answer: C

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