



# 000-M96<sup>Q&As</sup>

IBM Unica Enterprise Campaign Technical Mastery Test V1

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### QUESTION 1

In Unica Campaign, where do you navigate to access the Advanced Settings that allow you to manage some Unica Campaign settings and server optimization features?

- A. Go to the Summary tab of the campaign.
- B. Open the flowchart in Edit mode and select Options.
- C. View the flowchart in View mode and select Run.
- D. Open the flowchart in Edit mode and select Admin.

Correct Answer: D

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### QUESTION 2

What utility tool should a customer use if they want to export an XML version of configuration settings for backup, or to import the settings into a different installation of Unica Marketing Platform?

- A. populateDb
- B. configTool
- C. partitionDb
- D. unica\_actrg

Correct Answer: B

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### QUESTION 3

Who is the owner of a campaign in Unica Campaign if the campaign is linked to a project?

- A. User who clicked Create Linked Campaign.
- B. User who created the Project.
- C. Administrator must assign an owner.
- D. Last user to edit the campaign is assigned as owner.

Correct Answer: A

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### QUESTION 4

For Unica Campaign, what prefix is used for system tables?

- A. UARC\_



B. DBO\_

C. UA\_

D. SYS\_

Correct Answer: C

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#### QUESTION 5

Which flowchart process in Unica Campaign allows a customer to specify a query that identifies the subset of records for purchases made in May-June of this year?

A. Extract

B. Select

C. Snapshot

D. Track

Correct Answer: A

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