000-M96^{Q&As}

IBM Unica Enterprise Campaign Technical Mastery Test V1

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QUESTION 1

In Unica Campaign, who is usually given responsibility for creating offer templates available to a specific user?

A. Flowchart designer

B. Campaign manager

C. User who creates the offer

D. System or offer administrator

Correct Answer: D

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 Unica Campaign flowchart process should a customer use in order to limit the input to select only IDs for persons who live in the Pacific time zone?

A. Select

B. Merge

C. Mail List

D. Sample by percentage

Correct Answer: A

QUESTION 4

In Unica Campaign, what segment type is a reusable list of contacts (such as customers, accounts, or households) that you can use in the Select process as input?

A. Template

B. Flowchart

C. Smart Chart

D. Sample

Correct Answer: C

QUESTION 5

In Unica Campaign response tracking, how does the application handle response attribution if attribute values do not match values in the offer, or, the attribute value is not available, even if the customer provided a response?

A. Does not count as a response.

B. Counts as a response.

C. Counts as a partial response.

D. Counts as an inferred response.

Correct Answer: A

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