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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

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 3

What sampling method should a customer use in a Unica Campaign flowchart sample process that allows them to segregate the top 200 customers based on account balance?

- A. Sequential Portions
- B. Consecutive Portions
- C. Seed Lists
- D. Sample by percentage

Correct Answer: A

QUESTION 4

In a Unica Campaign flowchart, what method does a customer use in the Audience process in order to avoid sending duplicate mailings to the same household?

- A. Switching



B. Mapping

C. Segmentation

D. Filtering

Correct Answer: D

QUESTION 5

In Unica Campaign, what is the basis for a variety of reports that can be used for data exploration, quick counts, or as a basis for targeting campaigns?

A. Samples

B. Segments

C. Dimension hierarchy

D. Profiles

Correct Answer: C

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