C2080-470^{Q&As}

IBM Unica Campaign V8.5

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QUESTION 1

During installation, Unica Campaign is unable to register itself with Unica Marketing Platform during the process. Which out of the box Marketing Platform utility can be used to perform the registration process manually?

A. ConfigTool Utility

B. PopulateDb Utility

C. PartitionTool Utility

D. RestoreAccess Utility

Correct Answer: A

QUESTION 2

An administrator has created an offer template with an attribute \\'Cost to company\\' . How should the above attribute be defined so that no user could change or override its value while creating an offer using the aforementioned template?

A. Cost to company should be defined as a \\'Static Attribute\\'.

B. Cost to company should be defined as a \\'Hidden Attribute\\'.

C. Cost to company should be defined as a \\'Custom Cell Attribute\\'.

D. Cost to company should be defined as a \\'Parameterized Attribute\\'.

Correct Answer: B

QUESTION 3

The Unica Campaign/Platform system has been configured for Single Sign-On (SSO) access. Where are the passwords for the user logins stored?

A. Unica Campaign

B. Unica Marketing Platform

C. Web Access Control Platform

D. Web Access Control Platform and Unica Marketing Platform

Correct Answer: C

QUESTION 4

A user is designing a Campaign flowchart. The user wants to retrieve and use a derived field which was saved in a

previous Campaign. Which of the steps below is correct to achieve this task?

A. The user cannot retrieve derived field expressions saved in other Campaigns.

B. Search the previous Campaign and copy the required derived field expression.

C. Retrieve the expression from the Stored Derived fields directory from the Options menu.

D. Retrieve the expression from the Stored Derived fields directory in a Select process box.

Correct Answer: D

QUESTION 5

A user would like to create a 10% holdout control group from a Cell which contains 1000 Audience IDs. Which Unica Campaign flowchart process box is the BEST way to accomplish this?

A. Merge process

B. Sample process

C. Segment process

D. Snapshot process

Correct Answer: B

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