C2080-470^{Q&As}

IBM Unica Campaign V8.5

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QUESTION 1

A customer has been frustrated with the inflexibility with their current Unica Campaign solution. it involves many hours of repetitive data entry work. Campaign\\\'s current configuration does not reflect how the customer actually does business. Most importantly, 95% of every attribute is a hidden static offer attribute which causes a time-consuming and repetitive workflow. What recommend changes will eliminate much of the repetitive work required for the customer\\'s offer?

A. Use the Campaign\\\'s target Cell Spreadsheet (TCS) in a top-down method. Define the Target Cells and offers, and then add the flowcharts and assign the target cells as needed.

B. Parameterize offer attributes in the template so the attribute default value can be changed depending on the created offer. Finally, when the offer containing the parameterized attributeis associated with a cell in a flowchart, the user can accept or change the default value entered for the offer.

C. Redesign offer so they can moved from static offer to a smart offer list. Set up the smart offer lists to be the contents of a particular folder, then the customer can simply add or remove offers to and from that folder to modify the offers given out each time a Campaign is run.

D. Redesign offer so they are more useable. Separate the offer attributes and identify whichattributes can become cell level attributes which can be managed through a campaign TCS. Increase the use of parameterized offer attributes to allow for easier administration of offers and increased usability.

Correct Answer: D

QUESTION 2

In a Unica Campaign Flowchart, a customer database table (see below) is mapped in a Select process box. There is a requirement to segment and organize customers based on their income, which would typically have the values "HIGH" for customers whose income is greater than 100000 and "LOW" for customers whose income is less than or equal to 100000. This value needs to be output with the final target list.

Customer_ID	Income	Customer_Type	Age
101010	150000	S	45
101011	78000	S	34
101012	138000	S	43
101013	45000	S	54
101014	178000	S	23
101015	89000	S	67
101016	156000	S	56
101017	97000	S	76
101018	189000	S	43
101019	84000	S	45
101020	162000	S	33

Ideally which step should be executed to get the task done?

A. Alter the table to add a new column with the required logic.

B. Create a Persistent Derived field with the logic : IF(Customer_Demographic_Info.Income > 100000,\\\'HIGH\\\',\\\'LOW\\\').

C. Create a Strategic Segment with the logic : IF(Customer_Demographic_Info.Income > 100000,\\'HIGH\\',\\'LOW\\').

D. Create a User Variable HIGH and LOW with the logic: IF(Customer_Demographic_Info.Income > 100000,\\'HIGH\\',\\'LOW\\').

Correct Answer: B

QUESTION 3

A production run for a Unica Campaign that runs daily was executed today with wrong user-input data. The tracking history data now needs to be cleared from the Campaign audience history tables for that run. What steps need to be taken?

A. It is not possible to delete the logged information from the Campaign system tables.

B. Manually delete the data from the system tables by executing a SQL code or script.

C. Click "Clear History" in the Log tab of the contact process of the flowchart and choose all entries to be cleared.

D. Click "Clear History" in the Log tab of the contact process of the flowchart choosing a specific Flowchart run identified by run date and time.

Correct Answer: D

QUESTION 4

A user is working to divide a group of Clients into homogenous buckets based on different attributes. This operation is best performed within which Unica Campaign process?

A. Merge Process

B. Select Process

C. Sample Process

D. Segment Process

Correct Answer: D

QUESTION 5

A user does not want the dashboard to display when Unica Campaign is first opened. Instead, the user simply wants to use the currently displayed All Campaigns page as the home page. How can this be done?

A. A user cannot change the dashboard home page. Only the administrator can.

B. In the Campaign application, go to "Settings" and select "Configuration". Under the "Campaign" category, click "navigation".

C. In the Campaign application, go to "Settings" and select "Set current page as home". The user must have permissions to set the page selectedas home.

D. In the Campaign application, go to "Settings" and select "Set current page as home". The user does not need any special permission to set anypage selected as home.

Correct Answer: C

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