



C2080-470^{Q&As}

IBM Unica Campaign V8.5

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QUESTION 1

A specialist is required to create an offer which can have multiple offer versions. While creating the offer template, what components need to be included to ensure that this is possible?

- A. Static Attributes
- B. Hidden Attributes
- C. Custom Cell attributes
- D. Parameterized Attributes

Correct Answer: D

QUESTION 2

A customer wants to set up their environment to allow concurrent campaign runs and a high volume of users designing ad hoc flowcharts. To control a marketing user's ability to affect performance by profiling database data from within a flowchart, the specialist can restrict the marketing user's ability to profile:

- A. when mapping tables.
- B. in the flowchart's Admin menu.
- C. when configuring the data source.
- D. in the Configuration settings of Campaign > partitions > partition[n] > server > dataProcessing.

Correct Answer: A

QUESTION 3

Which two standard Unica Campaign portlets are available for use on dashboards even if the Campaign report package is not installed?

- A. My Recent Campaigns
- B. My Custom Bookmarks
- C. Offer Response Breakout
- D. Campaign Revenue Comparison
- E. Campaign Response Rate Comparison

Correct Answer: AB

QUESTION 4



A user has added a new Unica Campaign Attribute and would like to make that attribute available to the Cognos reports. To do this, the user needs to:

- A. use the Reports SQL generator to update the existing reporting views.
- B. use the Reports SQL generator to create new views which include the new attribute.
- C. do nothing, once the new column is added the reports model is automatically updated.
- D. use the Cognos application administrator to create a new data framework which includes the new attribute.

Correct Answer: B

QUESTION 5

A user needs to output data from a Unica Campaign flowchart and does not need to utilize the data within the flowchart. This can be done by creating and outputting the data to a:

- A. fact table.
- B. general table.
- C. dimension table.
- D. base record table.

Correct Answer: B

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