



# C2080-470<sup>Q&As</sup>

IBM Unica Campaign V8.5

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#### QUESTION 1

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

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#### QUESTION 2

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

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#### QUESTION 3

Many flowcharts are finishing with errors but the user cannot see any activity leading up to the error in the flowchart log as logging is set too low. What can be recommended to capture more logging in all future flowchart runs?

- A. Use the unica\_svradm "loglevel HIGH" command.
- B. Have the user change the logging levels in every flowchart they run: the changes will persist.
- C. Change the logging levels in the campaign\_log4j.properties file and restart the web application server.
- D. Change the levels in the following configuration settings: Settings > Configuration --> Unica > Campaign > partitions > partition[n] > server > logging.

Correct Answer: D

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#### QUESTION 4



A user assigns a Global Suppression to an audience level. How does Unica Campaign ensure that the audience keys listed in the suppression list will never make it into a list generated by a flowchart? Campaign automatically removes:

- A. all IDs in the Global Suppression list from the table catalog.
- B. the IDs in the Global Suppression list from every top level Select, Extract or Audience process.
- C. all IDs in the Global Suppression list from every top level Segment, Sample or Snapshot process.
- D. the IDs in the Global Suppression list from the final Select, Extract or Audience process just before the data is written out of the CampaignSystem.

Correct Answer: B

### QUESTION 5

In a Unica Campaign Flowchart, a customer database table (see below) is mapped in a Select process box. There is a requirement to output the following fields: CustomerID, and an Age group which would have the values "YOUNG" for customers whose age is less than 40 and "OLD" for customers whose age is greater than 40. This column will be consumed by another downstream process in the flowchart.

CustomerId	CustomerType	Age	Country
AW000J0001	S	20	India
AW000J0002	S	25	UK
AW000J0003	S	45	US
AW000J0004	S	57	India
AW000J0005	S	23	India
AW000J0006	S	67	US
AW000J0007	S	36	US
AW000J0008	S	44	India
AW000J0009	S	77	UK
AW000J0010	S	34	UK

Ideally, which steps should be executed to get the task done?

- A. Alter the table to add the required column and map the table again in the flowchart.
- B. Create a derived field in the Select process using the required logic and use it for further processing in the flowchart.
- C. Create a custom macro with the required logic and use it in User variables for further processing in the flowchart.
- D. Create a Derived field with the Persistent option processing the required logic and use it for further processing in the flowchart.

Correct Answer: D



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