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QUESTION 1

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	130000	S	43
101013	45000	S	54
101014	170000	S	23
101015	89000	S	67
101016	150000	S	56
101017	97000	S	76
101018	180000	S	43
101019	84000	S	45
101020	160000	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 2

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 3

A specialist would like to mimic a Unica Campaign database connection using the same methods as Campaign unica_acsvr. Which database utility should be used?

- A. oratest
- B. db2test
- C. cxntest
- D. odbctest

Correct Answer: C

QUESTION 4

The custom macro has been configured to select on "audience id" and a return value. When this custom macro is executed an error is received. What could cause this problem?

- A. There are user variables used in the custom macro.
- B. The Expression Type is configured incorrectly for the custom macro.
- C. The custom macro is the same as one of the Campaign built-in macros.
- D. The custom macro is too large for the fields in the temp table ().

Correct Answer: B

QUESTION 5

An administrator is responsible for setting up triggers for use with Unica Campaign and third party systems. The administrator creates a synchronous outbound trigger that runs an external third party scoring mechanism. The specialist needs to wait for the resulting scores to be produced before continuing to run the flowchart. The name of the trigger is RunScoreProgram. What is the correct syntax to define that this is a synchronous trigger?

- A. RunScoreProgram /
- B. RunScoreProgram ?
- C. RunScoreProgram \$
- D. + RunScoreProgram

Correct Answer: B
