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QUESTION 1

A table Customer_master contains 1000 customer_ids. A select box was created and all the customer_ids from the table were selected. However, when the select box was run, the output cell contained only a fraction of the total customers. When a test query was performed in the above mentioned select box, all 1000 customers were selected. What could be cause of this issue?

- A. Global suppression.
- B. The Select process was not configured properly.
- C. The table mapping of Customer_master are out-of-date.
- D. Incorrect audience level has been chosen for the Customer_master table.

Correct Answer: A

QUESTION 2

A user needs to use a list of clients in a flowchart that does not exist in the database, but only as a Microsoft Excel .csv file. This flat file must be mapped into the Unica Campaign flowchart as a:

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

Correct Answer: B

QUESTION 3

A user is setting up a Contact History table for a Customer audience level. The customer audience level in the user database is represented by the Customer_Key column. Which one of these fields is NOT a required field for the Contact History table?

- A. CellID
- B. PackageID
- C. TreatmentID
- D. Customer_Key

Correct Answer: C

QUESTION 4



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 5

An administrator gave a user access to two different roles in two different security policies. In one role, the user is granted access to function A. In the other role, the user is denied access to function A. What will happen when the user accesses function A?

- A. Nothing happens, the administrator will need to perform additional tasks.
- B. Based on the aggregation on permissions during evaluation by the Unica Platform, the user will be denied access to function A since the access was denied in one of the roles.
- C. Based on the aggregation on permissions during evaluation by the Unica Platform, the user will be granted access to function A since the access was granted in one of the roles.
- D. Based on the aggregation on permissions during evaluation by the Unica Platform, an error message will appear indicating that more permissions need to be defined, since the two permissions in the two roles conflict with one another.

Correct Answer: B



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