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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 process box/boxes in Unica Campaign can be linked to one or more Optimize process box/boxes?

- A. Select,Extract
- B. Select,Sample
- C. Select,Extract,Sample
- D. Select,Segment,Sample

Correct Answer: A



QUESTION 3

Which of the following is NOT true about how a user variable can be used in Unica Campaign?

- A. A user variable can be used in a custom macro.
- B. A user variable can be used in an outbound trigger.
- C. A user variable can be used within a SQL statement.
- D. A user variable can be defined in one flowchart and then referenced in another flowchart.

Correct Answer: D

QUESTION 4

In Unica Campaign, when can a specialist configure whether a mailing should be Standard or Transactional?

- A. While configuring the Output List table.
- B. While configuring the Emessage document.
- C. While configuring the Emessage mailing tab.
- D. While configuring the Emessage process box.

Correct Answer: C

QUESTION 5

A user is designing a Campaign flowchart. The user wants to retrieve and use a derived field which was saved in a previous Campaign. Which of the steps below is correct to achieve this task?

- A. The user cannot retrieve derived field expressions saved in other Campaigns.
- B. Search the previous Campaign and copy the required derived field expression.
- C. Retrieve the expression from the Stored Derived fields directory from the Options menu.
- D. Retrieve the expression from the Stored Derived fields directory in a Select process box.

Correct Answer: D

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