



000-M96^{Q&As}

IBM Unica Enterprise Campaign Technical Mastery Test V1

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QUESTION 1

In an integrated Unica Campaign and Unica Marketing Operations environment, how does a user associate a segment with a campaign?

- A. Select the Sessions menu.
- B. Select the Associate checkbox.
- C. Click the Implementation link within the campaign.
- D. Click the Segments icon.

Correct Answer: C

QUESTION 2

In Unica Campaign, where do you navigate to access the Advanced Settings that allow you to manage some Unica Campaign settings and server optimization features?

- A. Go to the Summary tab of the campaign.
- B. Open the flowchart in Edit mode and select Options.
- C. View the flowchart in View mode and select Run.
- D. Open the flowchart in Edit mode and select Admin.

Correct Answer: D

QUESTION 3

In Unica Campaign, what top level menu item do you select first to find the place where you create a user variable (which are named placeholders for values to be referenced in your flowchart logic)?

- A. Admin
- B. Options
- C. Segments
- D. Run

Correct Answer: B

QUESTION 4

During a Unica Campaign installation, where does a customer set the required Campaign properties?



- A. Administration menu
- B. Configuration page
- C. Options menu
- D. Properties page

Correct Answer: B

QUESTION 5

What Unica Campaign flowchart process should a customer use in order to limit the input to select only IDs for persons who live in the Pacific time zone?

- A. Select
- B. Merge
- C. Mail List
- D. Sample by percentage

Correct Answer: A

QUESTION 6

If a customer wants to do an in-place upgrade to Campaign 8.x, can you upgrade from versions 6.4 or earlier?

- A. No, the user must do a new installation and then run the data migration utilities to move data/objects from 6.4 to 8.x.
- B. Yes, as long as you still have the original Affinium installation CD.
- C. Yes, simply install and overwrite the current version.
- D. No, you must do a new installation and then migrate the data manually with SQL scripts.

Correct Answer: A

QUESTION 7

What key concept in Unica Campaign provides a collection or set of one or more tasks, or processes, that Unica Campaign executes to specify and select the desired target(s) of a customer's marketing campaign and, optionally, assigns offers, outputs data and tracks responses?

- A. Offer
- B. Campaign
- C. Flowchart



D. Session

Correct Answer: C

QUESTION 8

How does a customer view log files for a Unica Campaign flowchart?

- A. Open the flowchart in Edit mode and select Options and the View Log.
- B. Log files can only be viewed by administrators.
- C. Navigate to the Analytics menu and run the Log File report.
- D. While viewing the flowchart in View mode, select Run > View Log.

Correct Answer: A

QUESTION 9

In Unica Campaign, for which process(es) is/are a customer able to link cells from a Target Cell Spreadsheet?

- A. Select process
- B. Select and Extract processes
- C. Select, Merge, Audience, and Extract processes
- D. Select, Merge, Audience and Snapshot processes

Correct Answer: C

QUESTION 10

Who is the owner of a campaign in Unica Campaign if the campaign is linked to a project?

- A. User who clicked Create Linked Campaign.
- B. User who created the Project.
- C. Administrator must assign an owner.
- D. Last user to edit the campaign is assigned as owner.

Correct Answer: A

QUESTION 11

During the installation of Unica Campaign, if you want to install additional Unica applications, what is a key step for



success?

- A. Place all the application installers in the same folder.
- B. Create a HOME folder for each application.
- C. Install each application independently.
- D. Install each application on a separate server.

Correct Answer: A

QUESTION 12

In a Unica Campaign flowchart, what type of process lets you "propose contacts" to another Unica application that then will sort through those contacts (along with other contacts from other campaigns) and then outputs a final list of contacts to maximize overall organizational contact effectiveness?

- A. Extract process
- B. Response process
- C. Track process
- D. Optimize process

Correct Answer: D

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