



C2080-470^{Q&As}

IBM Unica Campaign V8.5

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QUESTION 1

The Scheduler is a common scheduling component that Unica applications use. Besides Campaign, which of the following applications can schedule jobs?

- A. Unica Optimize and Unica Interact
- B. Unica eMessage and Unica Optimize
- C. Unica Marketing Operations and Unica Interact
- D. Unica eMessage, Unica Optimize, Unica Marketing Operations, and Unica Interact

Correct Answer: B

QUESTION 2

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 3

A specialist creates a numeric user variable called MinBalance and assigns an initial value of 100 to it. The specialist wants the Select process to return all IDs where the mapped field AccountBalance is greater than MinBalance. What is the correct syntax to use?

- A. MinBalance
- B. AccountBalance > MinBalance
- C. AccountBalance > UserVar.MinBalance
- D. AccountBalance is GT than UserVar.MinBalance

Correct Answer: C

QUESTION 4

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 5

The Scheduler is a common scheduling component that enables a customer to configure a process to run at defined intervals. Currently the Scheduler is used in Unica Campaign to schedule flowchart runs. What other Unica applications use the Scheduler for its functionality?

- A. Unica eMessage only
- B. Unica eMessage and Unica Interact
- C. Unica eMessage and Unica Optimize
- D. Unica eMessage, Unica Optimize and Unica Interact

Correct Answer: C

QUESTION 6

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 7

Which of the following does NOT contain important inputs to gather for sizing an initial Campaign hardware and database size installation?

- A. Contact History use; Output preservation period



- B. Expected CPU utilization; Actual flowchart file sizes
- C. Expected number of users; whether "In Database Processing" will be used
- D. Number of planned concurrent users; Whether "Strategic Segments" will be used

Correct Answer: B

QUESTION 8

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 9

A specialist has just completed a Unica Campaign installation using SQL Server. When it was first accessed, the specialist sees that Manage Table Mappings > Show System Tables under the Campaign Settings appears but does not show any mapped system tables. The reason for this could be that:

- A. the ODBC driver was not correctly configured.
- B. the specialist does not have correct Campaign security policies.
- C. the JDBC connection was incorrectly set in the web application server.
- D. the database which contains the Platform system tables is not accessible.

Correct Answer: A

QUESTION 10

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

QUESTION 11

In Unica Campaign, how are the Scheduler and Schedule process used?

A. The Schedule process is used to configure the Campaign Scheduler. This enables the use of the Schedule process in a flowchart.

B. The Scheduler is an administration tool used to configure schedules. Use the Schedule process to select the schedule to use as part of the flowchart.

C. The Scheduler is a Marketing Platform function that defines Schedule process attributes. The Schedule process is used to initiate a process, series of processes, or an entire flowchart.

D. The Scheduler starts a flowchart even if it is not running, while the Schedule process in a flowchart works only if the flowchart is running. The Scheduler should not be used to schedule a flowchart that uses the Schedule process.

Correct Answer: D

QUESTION 12

A user wants to map a new table into a flowchart which only has one base table. This new table does not have a common field with the base table. What is the easiest way to map this new table into the flowchart?

A. Have the database administrator add a column to the new table which is common to the base table.

B. Have the database administrator create a view which is an amalgamation of the base table and the new table.

C. Map the new table in at a new audience and then use the audience process in a flowchart to switch to the correct audience key.

D. Map this new table as a dimension table to another dimension table (already mapped to the base table), that share a common field.

Correct Answer: D

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