C9010-260$^{Q\&As}$

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QUESTION 1

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 2

Does Unica Campaign take advantage of clustering? A specialist has deployed Unica Marketing Platform in a cluster and now would like to deploy Campaign in cluster. Will this work?

A. Yes, it is fully supported.

B. Yes, but only after turning on the sticky bit from the web application server.

C. Yes, but only if load balancing was used in front of the cluster managed server.

D. No, it is not supported.

Correct Answer: D

QUESTION 3

A customer is using Unica Campaign in a language which is comprised of many characters which are non-ASCII. The non-ASCII characters are showing as corrupt in the GUI, for example in a flowchart or Campaign name. Which of the following would BEST resolve the GUI display problem?

A. database/database client encodingsystem table data source "stringencoding" settingunicaACListener "systemStringEncoding" setting

B. database/database client encodingsystem table data source "stringencoding" settingoperating system environment variables for Listener startupweb application server java settings

C. partition[n] > server > encoding > "stringEncoding",unicaACListener "systemStringEncoding" settingweb application server java settingsadd the language in the Internet Explorer Internet Options > Languages > Language Preference pane

D. operating system environment variables for Listener startuppartition[n] > server > encoding > "stringEncoding"add the language in the Internet Explorer Internet Options > Languages > Language Preference pane

Correct Answer: B

QUESTION 4

A marketing user has a requirement to create an intermediate table in the flowchart, capturing the audience key and few additional data elements. This data is to be used for further processing downstream in the flowchart. How can the user accomplish this? The user:

A. should use an Extract process.

B. needs to use flat files for this functionality.

C. will be able to do this with a Snapshot process.

D. can do so only if Temp Tables are enabled in the flowchart.

Correct Answer: A

QUESTION 5

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 6

A specialist completed a Unica Campaign installation and started the Unica Campaign Listener on port 4664. Which of the following tests would confirm definitively that the Listener has started?

A. Check if port 4664 is listening using netstat.

B. Verify if a "status" command can be run using unica_svradm.

C. Connect to the Unica URL - http(s)://hostname:port/unica - and determine if it is accessible.

D. Run a grep on the Campaign server to determine if a "unica_acsvr" process is active using "ps -ef".

Correct Answer: B

QUESTION 7

All custom macros need to be moved from a test environment to a production environment. What is the recommended way for moving the custom macros?

A. Recreate the custom macros in the production environment. There is no procedure that allows the macros to be easily copied from the test tothe production environment.

B. Copy the custom macros by exporting them from the UA_CUSTOMMACRO table in the test environment and importing them to theUA_CUSTOMMACRO table in the production environment.

C. Open the test environment UA_CUSTOMMACRO table with a text editor. Locate and copy the custom macros. Open the productionenvironment UA_CUSTOMMACRO table with a text editor. Paste the custom macros into the table.

D. Export the custom macros from the UA_CUSTOMMACRO table in the test environment. Import the custom macros from within Campaign bygoing to "Options" and selecting "Custom Macros...". Click the "Import" button and select the custom macros to be imported.

Correct Answer: B

QUESTION 8

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	138000	S	43
101013	45000	S	54
101014	178000	S	23
101015	89000	S	67
101016	156000	S	56
101017	97000	S	76
101018	189000	S	43
101019	84000	S	45
101020	162000	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 9

A campaign user has come to the specialist indicating that one particular flowchart is taking too long to run, and they need help finding the bottleneck. What are the most logical first steps to try to isolate the actual bottleneck(s)?

A. The specialist needs to send the user a re-sizing questionnaire, since this means the user\'s system is undersized.

B. The specialist should request that the user monitor the performance of the database because it\'s most likely a database problem.

C. The specialist needs to ask for a copy of that flowchart\'s log file and the flowchart template file, and use it to begin the initial assessment of thesituation.

D. The specialist needs to ask the user a sequence of questions about all of the flowcharts such as how many records do they select initially, howmany segment boxes do they have, and how many output records do they write per day.

Correct Answer: C

QUESTION 10

A specialist is responsible for making sure that Unica Campaign flowcharts run successfully. If an error occurs, the specialist needs to be informed by email. Therefore, the specialist creates a batch script which interacts with the mail server and sends an email to the IT department helpdesk to be informed in case problems arise in a Campaign flowchart. Where can the specialist best relate to this script from within the Campaign flowchart? The specialist creates an outbound trigger, invokes the batch script in the trigger, and:

A. assigns a trigger in a mail list or call list process.

B. schedules a trigger to run on a case-by-case basis.

C. uses the eMessage process to send out these emails.

D. assigns it in the Advanced settings section on the Campaign flowchart and has the trigger run on Flowchart Run Error.

Correct Answer: D

QUESTION 11

A specialist is running a Call List process box in a Unica Campaign flowchart with the Contact History logging option turned off and Create Treatments Only is not selected. What is the result of this action?

A. Contact History, Detailed Contact History, Treatment History and Offer History tables do not get populated with the contact data.

B. Contact History table is not populated with the contact data, but the Detailed Contact History, Treatment History and Offer History tables arepopulated with the contact data.

C. Contact History table, Offer History table and Treatment History table are not populated with the contact data, but the Detailed Contact Historytable is populated with the contact data.

D. Contact History table and Detailed Contact History table are not populated with the contact data, but the Treatment History and Offer Historytables are populated with the contact data.

Correct Answer: A

QUESTION 12

Many flowcharts are finishing with errors but the user cannot see any activity leading up to the error in the flowchart log as logging is set too low. What can be recommended to capture more logging in all future flowchart runs?

A. Use the unica_svradm "loglevel HIGH" command.

B. Have the user change the logging levels in every flowchart they run: the changes will persist.

C. Change the logging levels in the campaign_log4j.properties file and restart the web application server.

D. Change the levels in the following configuration settings: Settings > Configuration --> Unica > Campaign > partitions > partition[n] > server >logging.

Correct Answer: D

QUESTION 13

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 14

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

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QUESTION 15

A user needs to output data from a Unica Campaign flowchart and does not need to utilize the data within the flowchart. This can be done by creating and outputting the data to a:

A. fact table.

B. general table.

C. dimension table.

D. base record table.

Correct Answer: B

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