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QUESTION 1

In Unica Campaign, who is usually given responsibility for creating offer templates available to a specific user?

A. Flowchart designer

B. Campaign manager

C. User who creates the offer

D. System or offer administrator

Correct Answer: D

QUESTION 2

What process type is used to select, merge, segment, extract, and sample customers to target in a Unica Campaign?

A. Analysis

B. Execution

C. Data Manipulation

D. Optimization

Correct Answer: C

QUESTION 3

In Unica Campaign, what option does a customer have if they want to run a flowchart but they do not want to output data or update any tables or files?

A. Run

B. Scheduler Test Run

C. Sample Run

D. Test Run

Correct Answer: D

QUESTION 4

In Unica Campaign, a user can add a new flowchart to a campaign either by creating a new one, or by what other method?

A. Select "New Flowchart" from the Options menu.

B. Run the "Create Flowchart" script.

C. Copy an existing flowchart.

D. Create a new row in the target cell spreadsheet.

Correct Answer: C

QUESTION 5

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

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