



000-M96^{Q&As}

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**QUESTION 1**

In Unica Campaign, what option in the schedule process allows a customer to call a script or program on the server?

- A. Use the "Send Trigger" option in the Schedule Process Box.
- B. Use of a custom macro in the Schedule process box.
- C. Use the "Server Admin" option in the Schedule Process box.
- D. Use the "Custom run" option in the Schedule Process box.

Correct Answer: A

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

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 4

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 5

In a Unica Campaign flowchart, what method does a customer use in the Audience process in order to allow a marketing department to add a new criterion that allows them to speak only with customers who come from households where there are children.?

- A. Segmentation
- B. Mapping
- C. Switching
- D. Filtering

Correct Answer: C

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