



000-M96^{Q&As}

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**QUESTION 1**

Which Unica Campaign process lets you fine tune a campaign to maximize its effectiveness?

- A. Track
- B. Cube
- C. Data Manipulation
- D. Analytical/Optimization

Correct Answer: D

QUESTION 2

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 3

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 4

What templates does a customer need to import if the Unica Marketing Platform and Unica Campaign system tables databases are of the same database type?



- A. None, the system automatically imports the template.
- B. SQLServer template
- C. Oracle template
- D. DB2 template

Correct Answer: A

QUESTION 5

Where in Unica Campaign do you map tables and build table catalogs?

- A. Settings Page
- B. Select process input menu
- C. Flowchart Admin tab
- D. All of the above.

Correct Answer: D

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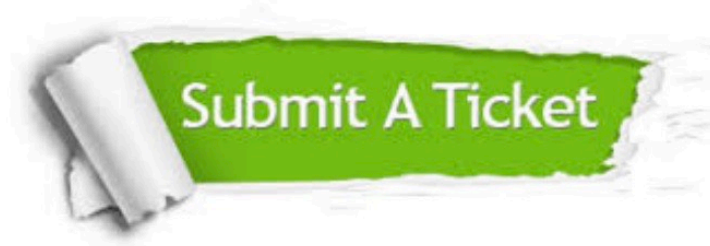
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