



000-M96^{Q&As}

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**QUESTION 1**

In Unica Campaign, a retail company wants to create an offer that provides discounts for each department with its retail stores. The retailer wants to create a single offer that always contains the same discounts. What type of offer list does the retailer need to create?

- A. static offer
- B. smart offer
- C. base offer
- D. parameterized offer

Correct Answer: A

QUESTION 2

When working with Unica Campaign Response History Administration, what is a key step before beginning the work?

- A. Configure response processes.
- B. Define audience levels.
- C. Configure table mappings.
- D. Configure audience process.

Correct Answer: B

QUESTION 3

When offers are assigned in a Mail List or Call List process, what is automatically created by Unica Campaign?

- A. Offer ID
- B. Cell ID
- C. Campaign code
- D. Treatment instance

Correct Answer: D

QUESTION 4

How does a customer view log files for a Unica Campaign flowchart?

- A. Open the flowchart in Edit mode and select Options and the View Log.



- B. Log files can only be viewed by administrators.
- C. Navigate to the Analytics menu and run the Log File report.
- D. While viewing the flowchart in View mode, select Run > View Log.

Correct Answer: A

QUESTION 5

In Unica Campaign, before you run a flowchart what must a user make sure is/are correctly configured?

- A. Processes
- B. Flowchart name
- C. Cell reports
- D. Campaign code

Correct Answer: A

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