



000-M96^{Q&As}

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QUESTION 1

In a Unica Campaign flowchart, what method does a customer use in the Audience process in order to avoid sending duplicate mailings to the same household?

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

Correct Answer: D

QUESTION 2

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

QUESTION 3

If a customer is doing top down offer planning, where is it recommended that the customer associate offers with a campaign in Unica Campaign?

- A. In the Target Cell Spreadsheet.
- B. In the Call List.
- C. In the Mail List.
- D. Go to Campaign>Offers

Correct Answer: A

QUESTION 4

How does a customer assign security roles for groups in Unica Campaign?

- A. Go to Settings menu and select Roles and Permissions.



- B. Go to the Settings menu and select Users>Assign Roles.
- C. Go to the Settings menu and select Configuration.
- D. Go to the Settings menu and select User Groups>Assign Roles.

Correct Answer: D

QUESTION 5

In Unica Campaign, what tab/sheet do campaign managers or campaign designers use to plan out whom to contact, which offers to extend to them, and which groups will be designated as tests/controls?

- A. Financials Tab
- B. Offer Tab
- C. Analysis Tab
- D. Target Cell Spreadsheet

Correct Answer: D

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