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**QUESTION 1**

A user variable is a convenient way to:

- A. group together a set of attributes.
- B. build a complex expression using raw SQL.
- C. share a derived expression with other users for use in other flowcharts.
- D. substitute a value into an expression or query so that it's not hard-coded.

Correct Answer: D

QUESTION 2

A specialist runs a flowchart containing an Optimize process box. Which table is populated when this occurs?

- A. Contact History Table
- B. Detailed Contact History Table
- C. Proposed Contacts Table (PCT)
- D. Optimized Contacts Table (OCT)

Correct Answer: C

QUESTION 3

All custom macros need to be moved from a test environment to a production environment. What is the recommended way for moving the custom macros?

- A. Recreate the custom macros in the production environment. There is no procedure that allows the macros to be easily copied from the test to the production environment.
- B. Copy the custom macros by exporting them from the UA_CUSTOMMACRO table in the test environment and importing them to the UA_CUSTOMMACRO table in the production environment.
- C. Open the test environment UA_CUSTOMMACRO table with a text editor. Locate and copy the custom macros. Open the production environment UA_CUSTOMMACRO table with a text editor. Paste the custom macros into the table.
- D. Export the custom macros from the UA_CUSTOMMACRO table in the test environment. Import the custom macros from within Campaign by going to "Options" and selecting "Custom Macros...". Click the "Import" button and select the custom macros to be imported.

Correct Answer: B

QUESTION 4



A customer has accidentally retired an offer in Unica Campaign. What is the fastest and simplest way a specialist can resolve this problem?

- A. Create a new offer by using the same offer template and attributes.
- B. Make a duplicate copy of the retired offer and a new offer code will be assigned.
- C. Reactivate the offer from the offer list within Campaign. It will maintain the same offer code.
- D. Identify the offer that was retired, go into the system tables and reverse its status using SQL queries.

Correct Answer: B

QUESTION 5

A user is mapping in Contact History tables for an audience. What has to be true for the mapping to be successful?

- A. Any additional user defined fields added onto the Contact History table must also be added onto the Response History table.
- B. Any additional user defined fields added onto the Response History table must also be added onto the Segment Membership table.
- C. Any additional user defined fields added onto the Contact History table must also be added onto the Detailed Contact History table.
- D. Any additional user defined fields added onto the Contact History table must also be added onto the Detailed Contact History table and the Segment Membership table.

Correct Answer: C

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