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QUESTION 1

A client\\'s base selection table in the database uses more than one column to indicate a specific audience record. Is this a problem for the Unica Campaign system?

A. No, as long as one column is of a numeric data type.

B. No, any number of columns can be used to determine an audience.

C. Yes, only one column can be used within an audience.

D. Yes, multi column keys create performance limitations and should be avoided.

Correct Answer: B

QUESTION 2

An administrator has installed and configured Unica Platform and Unica Campaign. Due to business procedures in the company, a new security policy is required. Which default roles are created by the new security policy?

A. A Key User Role and an Owner Role.

B. A Folder Owner Role and an Owner Role.

C. An Admin Owner Role and a User Owner Role.

D. A Folder Owner Role and an Object Owner Role.

Correct Answer: B

QUESTION 3

Which Unica Campaign V8.5 utility is used to update record counts in a catalog?

A. unica_aclsnr

B. unica_svradm

C. unica_acgenrpt

D. unica_acsesutil

Correct Answer: D

QUESTION 4

A user assigns a Global Suppression to an audience level. How does Unica Campaign ensure that the audience keys listed in the suppression list will never make it into a list generated by a flowchart? Campaign automatically removes:

A. all IDs in the Global Suppression list from the table catalog.

B. the IDs in the Global Suppression list from every top level Select, Extract or Audience process.

C. all IDs in the Global Suppression list from every top level Segment, Sample or Snapshot process.

D. the IDs in the Global Suppression list from the final Select, Extract or Audience process just before the data is written out of the CampaignSystem.

Correct Answer: B

QUESTION 5

When creating an offer template, a Unica Campaign specialist needs to ensure that the offers created subsequently using this offer template can be grouped together and rolled-up for reporting purposes. This can be achieved by?

A. Grouping by offer codes assigned to offers created using the same template.

B. Creating a custom attribute to group the offers together and roll-up based on that attribute.

C. Grouping all relevant offers in the designated folder and its sub folders so that they can be rolled up during reporting.

D. Following a naming convention so that similar offer names are assigned to related offers and hence offers are grouped by name

Correct Answer: B