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QUESTION 1

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 2

A customer wants to use a mapped table in a flowchart which can only be written to and not selected from. What kind of table BEST suits this purpose?

A. A base table.

B. A general table.

C. A dimension table.

D. A mapped table based on a flat file.

Correct Answer: B

QUESTION 3

A customer has the following requirements in a Unica deployment: they require an authentication against their corporate network and a backup logon solution in case the network is down. Which setup should be implemented?

A. Use Windows Integrated Login.

B. Use Unica Platform authentication.

C. Use a LDAP authentication solution.

D. Use a Single Sign-On (SSO) solution.

Correct Answer: C

QUESTION 4

In a Unica Campaign deployment involving proxy servers, each Campaign user in the Marketing Platform, is required to set authentication credentials (user name and password) as a data source to connect to the proxy server. Campaign

requires this data source to be named as:

A. Proxy

B. Virtual

C. Secure

D. Redirect

Correct Answer: A

QUESTION 5

A specialist needs to remove some lingering temp tables. Which Unica Campaign V8.5 utility should be used?

A. unica_acsvr

B. unica_svradm

C. unica_acclean

D. unica_acsesutil

Correct Answer: C

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