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QUESTION 1

A customer has been frustrated with the inflexibility with their current Unica Campaign solution. it involves many hours of repetitive data entry work. Campaign\\\'s current configuration does not reflect how the customer actually does business. Most importantly, 95% of every attribute is a hidden static offer attribute which causes a time-consuming and repetitive workflow. What recommend changes will eliminate much of the repetitive work required for the customer\\\'s offer?

A. Use the Campaign\\\'s target Cell Spreadsheet (TCS) in a top-down method. Define the Target Cells and offers, and then add the flowcharts and assign the target cells as needed.

B. Parameterize offer attributes in the template so the attribute default value can be changed depending on the created offer. Finally, when the offer containing the parameterized attributeis associated with a cell in a flowchart, the user can accept or change the default value entered for the offer.

C. Redesign offer so they can moved from static offer to a smart offer list. Set up the smart offer lists to be the contents of a particular folder, then the customer can simply add or remove offers to and from that folder to modify the offers given out each time a Campaign is run.

D. Redesign offer so they are more useable. Separate the offer attributes and identify whichattributes can become cell level attributes which can be managed through a campaign TCS. Increase the use of parameterized offer attributes to allow for easier administration of offers and increased usability.

Correct Answer: D

QUESTION 2

Which of the following is NOT a recommended Unica Campaign V8.5 environment?

A. WebSphere V7, IBM z/OS V1, DB2 V9 (system tables)

B. WebSphere V7, Redhat V5, Oracle V11 (system tables)

C. WebLogic V10, Redhat V5, Oracle V11 (system tables)

D. WebLogic V11, Windows Server 2003, DB2 V9 (system tables)

Correct Answer: A

QUESTION 3

Unica Platform needs to be integrated with a Directory Server. What can be done to make this happen?

A. Use the built-in Platform login methods.

B. Use Active Directory or an LDAP solution.

C. Use a Content Server Management solution.

D. Individual customization with Platform is needed.

Correct Answer: B

QUESTION 4

A user does not want the dashboard to display when Unica Campaign is first opened. Instead, the user simply wants to use the currently displayed All Campaigns page as the home page. How can this be done?

A. A user cannot change the dashboard home page. Only the administrator can.

B. In the Campaign application, go to "Settings" and select "Configuration". Under the "Campaign" category, click "navigation".

C. In the Campaign application, go to "Settings" and select "Set current page as home". The user must have permissions to set the page selectedas home.

D. In the Campaign application, go to "Settings" and select "Set current page as home". The user does not need any special permission to set anypage selected as home.

Correct Answer: C

QUESTION 5

A specialist has just completed a Unica Campaign installation using SQL Server. When it was first accessed, the specialist sees that Manage Table Mappings > Show System Tables under the Campaign Settings appears but does not show any mapped system tables. The reason for this could be that:

A. the ODBC driver was not correctly configured.

B. the specialist does not have correct Campaign security policies.

C. the JDBC connection was incorrectly set in the web application server.

D. the database which contains the Platform system tables is not accessible.

Correct Answer: A