



000-M96^{Q&As}

IBM Unica Enterprise Campaign Technical Mastery Test V1

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**QUESTION 1**

In Unica Campaign, what is the basis for a variety of reports that can be used for data exploration, quick counts, or as a basis for targeting campaigns?

- A. Samples
- B. Segments
- C. Dimension hierarchy
- D. Profiles

Correct Answer: C

QUESTION 2

What is required for Unica Campaign in order to generate an IBM Cognos report that displays budget, revenue, and ROI information for each channel financial campaign, each channel within the campaign, and each offer within the channel?

- A. Unica Interact
- B. Unica NetInsight
- C. Unica Marketing Operations Financial Management Module
- D. Unica Campaign Financial Management Module

Correct Answer: C

QUESTION 3

What key concept in Unica Campaign provides a collection or set of one or more tasks, or processes, that Unica Campaign executes to specify and select the desired target(s) of a customer's marketing campaign and, optionally, assigns offers, outputs data and tracks responses?

- A. Offer
- B. Campaign
- C. Flowchart
- D. Session

Correct Answer: C

QUESTION 4

For Unica Campaign processes, what feature lets you preview a list of distinct values and their frequency of occurrence



for a selected field?

- A. Preview
- B. Cell Reports
- C. Profiling field
- D. Target Cell Spreadsheet

Correct Answer: C

QUESTION 5

What do you use in Unica Campaign to create a new variable for querying, segmenting, sorting, calculating, or providing output to a table?

- A. Derived Fields
- B. Snapshot Process
- C. Extract Process
- D. Dimension Hierarchy

Correct Answer: A

QUESTION 6

What type of process is the Call List in Unica Campaign?

- A. Response process
- B. History process
- C. Parameterized process
- D. Contact process

Correct Answer: D

QUESTION 7

What information is used to determine if response data in Unica Campaign should be recorded?

- A. ID information
- B. Response codes
- C. Attributes of Interest



D. Attributes of Interest, ID information, and Response codes

Correct Answer: D

QUESTION 8

What Unica Campaign flowchart process should a customer use in order to limit the input to select only IDs for persons who live in the Pacific time zone?

- A. Select
- B. Merge
- C. Mail List
- D. Sample by percentage

Correct Answer: A

QUESTION 9

During the installation of Unica Campaign, if you want to install additional Unica applications, what is a key step for success?

- A. Place all the application installers in the same folder.
- B. Create a HOME folder for each application.
- C. Install each application independently.
- D. Install each application on a separate server.

Correct Answer: A

QUESTION 10

Which Unica Campaign process lets you fine tune a campaign to maximize its effectiveness?

- A. Track
- B. Cube
- C. Data Manipulation
- D. Analytical/Optimization

Correct Answer: D

QUESTION 11



In Unica Campaign, who is usually given responsibility for creating offer templates available to a specific user?

- A. Flowchart designer
- B. Campaign manager
- C. User who creates the offer
- D. System or offer administrator

Correct Answer: D

QUESTION 12

Which Unica Campaign process controls the actual execution of completed Campaigns, including managing and generating output of contact lists, assigning offers to target audiences, tracking contacts, logging of data, and scheduling of Unica Campaign or Session runs?

- A. Execution/Run
- B. Analytical/Optimization
- C. Data Manipulation
- D. Cube

Correct Answer: A

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