

SectionA: 49 Questions

SectionB: 49 Questions

### SectionA

1. What does a customer use in order to see a single view of all active flowcharts in Unica Campaign?

- A. Scheduled Runs
- B. Operational monitoring
- C. Scheduled definitions
- D. Cognos reports

Answer: B

2. In Unica Campaign, the flowchart Schedule Process can start a basic schedule based on which feature(s)?

- A. Date and time
- B. Trigger
- C. Date and trigger
- D. Date, time and trigger

Answer: D

3. In Unica Campaign, where does a customer create custom offer attributes?

- A. Shared Attributes Settings
- B. Template Settings
- C. Configuration Settings
- D. Campaign Settings

Answer: D

4. What process type is used to select, merge, segment, extract, and sample customers to target in a Unica Campaign?

- A. Analysis
- B. Execution
- C. Data Manipulation
- D. Optimization

Answer: C

5. Which Unica Campaign process divides incoming cells into sub-groups (sub-cells) based on a percentage or an actual number?

- A. Segment
- B. Sample
- C. Select
- D. Extract

Answer: B

6. In Unica Campaign, where does a customer navigate in order to load an existing table catalog into a flowchart?

- A. Click the Options icon.
- B. Click the Admin icon.
- C. Click the Run icon.
- D. Click the flowchart icon.

Answer: B

7. Before a customer creates a Response flowchart in Unica Campaign, what data does the customer need to map into a Campaign via a table catalog?

- A. Map customer database tables.
- B. Map contact history tables.
- C. Collect response data/transactions into an Action Table.
- D. Map system tables.

Answer: C

8. If a customer wants to do an in-place upgrade to Campaign 8.x, can you upgrade from versions 6.4 or earlier?

- A. No, the user must do a new installation and then run the data migration utilities to move data/objects from 6.4 to 8.x.
- B. Yes, as long as you still have the original Affinium installation CD.
- C. Yes, simply install and overwrite the current version.
- D. No, you must do a new installation and then migrate the data manually with SQL scripts.

Answer: A

9. What utility tool should a customer use if they want to export an XML version of configuration settings for backup, or to import the settings into a different installation of Unica Marketing Platform?

- A. populateDb
- B. configTool
- C. partitionDb
- D. unica\_actrg

Answer: B

10. In Unica Campaign, where do you navigate to access the Advanced Settings that allow you to

manage some Unica Campaign settings and server optimization features.?

- A. Go to the Summary tab of the campaign.
- B. Open the flowchart in Edit mode and select Options.
- C. View the flowchart in View mode and select Run.
- D. Open the flowchart in Edit mode and select Admin.

Answer: D

11. In Unica Campaign, what does a customer need if they want functionality that includes creating, viewing and managing of the Target Cell Spreadsheet and custom cell attributes?

- A. Unica Optimize
- B. Unica Marketing Operations
- C. Unica NetInsight
- D. Unica eMessage

Answer: B

12. 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

Answer: A

13. When working with Unica Campaign Response History Administration, what is a key step before beginning the work?

- A. Configure response processes.
- B. Define audience levels.
- C. Configure table mappings.
- D. Configure audience process.

Answer: B

14. 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

Answer: C

15. When assigning offers to cells in Unica Campaign, which tab does a customer go to if the output file is sent directly to a mailing house, and the output file contains the contacts' names and addresses?

- A. Personalization
- B. Fulfillment
- C. Treatment
- D. Parameters

Answer: A

16. In a Unica Campaign flowchart, what method does a customer use in the Audience process in order to avoid sending duplicate mailings to the same household?

- A. Switching