P2080-096

IBM Unica Enterprise Campaign Technical Mastery Test v1

DEMO

QUESTION NO: 1

In Unica Campaign, what is a single marketing communication or message called that you assign to a cell and send to targeted groups?

A. Offer
B. Campaign
C. Response
D. Segment

Answer: A
Explanation:

QUESTION NO: 2

In Unica Campaign, in order to schedule a flowchart (using the flowchart schedule process), what mode do you need to be in?

A. Edit
B. Run
C. View
D. Schedule

Answer: C
Explanation:

QUESTION NO: 3

In Unica Campaign, what segment type is a reusable list of contacts (such as customers, accounts, or households) that you can use in the Select process as input?

A. Template
B. Flowchart
C. Smart Chart
D. Sample

Answer: C
Explanation:

QUESTION NO: 4

How does a customer view log files for a Unica Campaign flowchart?

A. Open the flowchart in Edit mode and select Options and the View Log.
B. Log files can only be viewed by administrators.
C. Navigate to the Analytics menu and run the Log File report.
D. While viewing the flowchart in View mode, select Run > View Log.

Answer: A
Explanation:

QUESTION NO: 5

What happens if a customer disables integration between Unica Campaign and Unica Marketing Operations?

A. All campaigns will be disabled.
B. Customers cannot disable the integration between Unica Campaign and Unica Marketing Operations.
C. Customer must reinstall Campaign.
D. Integrated version reverts to standalone Unica Campaign.

Answer: D
Explanation:

QUESTION NO: 6

In Unica Campaign response tracking, how does the application handle response attribution if attribute values do not match values in the offer, or, the attribute value is not available, even if the customer provided a response?

A. Does not count as a response.
B. Counts as a response.
C. Counts as a partial response.
D. Counts as an inferred response.

Answer: A
Explanation:

QUESTION NO: 7

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.

Answer: A
Explanation:

QUESTION NO: 8

In Unica Campaign, after a flowchart process executes, how is an error indicated during the run of a process?

A. Green X in the Process Type icon
B. Process box isgrayed out
C. A dialog box appears with an error message
D. Red X in the Process Type icon

Answer: D
Explanation:

QUESTION NO: 9

In a Unica Campaign installation, what should a customer do if they encounter errors related to the Java Virtual Machine?

A. Restart the Campaign Installation.
B. Reinstall the database.
C. Create a Weblogic or Websphere domain dedicated to Unica Marketing products.
D. Increase the amount of RAM on the production server.

Answer: C
Explanation: