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Exam : 000-M96

**Title : IBM Unica Enterprise
Campaign Technical
Mastery Test V1**

Version : DEMO

1.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

2.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

Answer:C

3.Which Unica Campaign process defines the criteria to locate a set or group, such as a list of customers, from a customer's marketing data?

- A.Select
- B.Audience
- C.Merge
- D.Sample

Answer:A

4.What type of data table in Unica Campaign contains information that augments a base table; for example, demographics, accounts belonging to a customer, order transactions belonging to a customer?

- A.Base record table
- B.Dimension table
- C.General table
- D.Active record table

Answer:B

5.For Unica Campaign, what prefix is used for system tables?

- A.UARC_
- B.DBO_
- C.UA_
- D.SYS_

Answer:C

6.What is a recommended part of the planning process for a customer in order to install Unica Campaign?

- A.Hardware and software environment and Unica hardware sizing parameters.
- B.Create Campaigns
- C.Install Cognos

D.Configure the Unica Marketing platform parameters.

Answer:A

7.What is a key tool to use when creating the database and schema for the Unica Campaign system tables?

- A.unica_actrg
- B.Unica Campaign database information checklist.
- C.unica_svradmin
- D.Database native data loaders.

Answer:B

8.Where does a customer obtain a software license key, which is required for Unica Campaign v8.2 or lower?

- A.By contacting admin@us.ibm.com.
- B.By contacting the Unica license administrator.
- C.By contacting campaignlicense@us.ibm.com.
- D.By contacting Unica support.

Answer:D

9.What templates does a customer need to import if the Unica Marketing Platform and Unica Campaign system tables databases are of the same database type?

- A.None, the system automatically imports the template.
- B.SQLServer template
- C.Oracle template
- D.DB2 template

Answer:A

10.If you are using Unica Campaign with more than one partition, what must a customer do to configure the IBM Cognos Reports Package?

- A.The Reports Package does not support multiple partitions.
- B.Configure once for all partitions.
- C.Install Cognos on a separate server.
- D.Configure for each partition.

Answer:A

11.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

12.Which Unica Campaign object(s) has no naming restrictions, for instance, using special characters

like ? or >?

- A.Audience levels not including audience level field names.
- B.Custom attribute display names not including custom attribute internal names.
- C.Offer templates
- D.All of the above.

Answer:D

13.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

14.When should a user regenerate a strategic segment in Unica Campaign?

- A.Never
- B.Daily
- C.When datasource contents have changed.
- D.Whenever a new campaign is created.

Answer:C

15.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