



C2080-470^{Q&As}

IBM Unica Campaign V8.5

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QUESTION 1

A user wants to map a new table into a flowchart which only has one base table. This new table does not have a common field with the base table. What is the easiest way to map this new table into the flowchart?

- A. Have the database administrator add a column to the new table which is common to the base table.
- B. Have the database administrator create a view which is an amalgamation of the base table and the new table.
- C. Map the new table in at a new audience and then use the audience process in a flowchart to switch to the correct audience key.
- D. Map this new table as a dimension table to another dimension table (already mapped to the base table), that share a common field.

Correct Answer: D

QUESTION 2

A customer is using LDAP and when they synchronize the users they receive an error message on the screen. Which log file would allow the user to capture more detailed logging for this event?

- A. ac_web.log
- B. platform.log
- C. ac_sess.log
- D. specific log configured under Settings > Configuration --> Platform > security > ldapSynchronization

Correct Answer: B

QUESTION 3

A customer is using Unica Campaign in a language which is comprised of many characters which are non-ASCII. The non-ASCII characters are showing as corrupt in the GUI, for example in a flowchart or Campaign name. Which of the following would BEST resolve the GUI display problem?

- A. database/database client encodingsystem table data source "stringencoding" settingunicaACLlistener "systemStringEncoding" setting
- B. database/database client encodingsystem table data source "stringencoding" settingoperating system environment variables for Listener startupweb application server java settings
- C. partition[n] > server > encoding > "stringEncoding",unicaACLlistener "systemStringEncoding" settingweb application server java settingsadd the language in the Internet Explorer Internet Options > Languages > Language Preference pane
- D. operating system environment variables for Listener startuppartition[n] > server > encoding > "stringEncoding"add the language in the Internet Explorer Internet Options > Languages > Language Preference pane



Correct Answer: B

QUESTION 4

A customer has accidentally retired an offer in Unica Campaign. What is the fastest and simplest way a specialist can resolve this problem?

- A. Create a new offer by using the same offer template and attributes.
- B. Make a duplicate copy of the retired offer and a new offer code will be assigned.
- C. Reactivate the offer from the offer list within Campaign. It will maintain the same offer code.
- D. Identify the offer that was retired, go into the system tables and reverse its status using SQL queries.

Correct Answer: B

QUESTION 5

In a Unica Campaign Flowchart, a customer database table (see below) is mapped in a Select process box. There is a requirement to segment and organize customers based on their income, which would typically have the values "HIGH" for customers whose income is greater than 100000 and "LOW" for customers whose income is less than or equal to 100000. This value needs to be output with the final target list.

Customer_ID	Income	Customer_Type	Age
101010	150000	S	45
101011	78000	S	34
101012	130000	S	43
101013	45000	S	54
101014	170000	S	23
101015	89000	S	67
101016	150000	S	56
101017	97000	S	76
101018	180000	S	43
101019	84000	S	45
101020	160000	S	33

Ideally which step should be executed to get the task done?

- A. Alter the table to add a new column with the required logic.
- B. Create a Persistent Derived field with the logic : IF(Customer_Demographic_Info.Income > 100000,\\HIGH\\,\\LOW\\).
- C. Create a Strategic Segment with the logic : IF(Customer_Demographic_Info.Income > 100000,\\HIGH\\,\\LOW\\).
- D. Create a User Variable HIGH and LOW with the logic: IF(Customer_Demographic_Info.Income > 100000,\\HIGH\\,\\LOW\\).



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Correct Answer: B

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