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QUESTION 1

The custom macro has been configured to select on "audience id" and a return value. When this custom macro is executed an error is received. What could cause this problem?

- A. There are user variables used in the custom macro.
- B. The Expression Type is configured incorrectly for the custom macro.
- C. The custom macro is the same as one of the Campaign built-in macros.
- D. The custom macro is too large for the fields in the temp table ().

Correct Answer: B

QUESTION 2

Which of the following is NOT a recommended Unica Campaign V8.5 environment?

- A. WebSphere V7, IBM z/OS V1, DB2 V9 (system tables)
- B. WebSphere V7, Redhat V5, Oracle V11 (system tables)
- C. WebLogic V10, Redhat V5, Oracle V11 (system tables)
- D. WebLogic V11, Windows Server 2003, DB2 V9 (system tables)

Correct Answer: A

QUESTION 3

When creating an offer template, a Unica Campaign specialist needs to ensure that the offers created subsequently using this offer template can be grouped together and rolled-up for reporting purposes. This can be achieved by?

- A. Grouping by offer codes assigned to offers created using the same template.
- B. Creating a custom attribute to group the offers together and roll-up based on that attribute.
- C. Grouping all relevant offers in the designated folder and its sub folders so that they can be rolled up during reporting.
- D. Following a naming convention so that similar offer names are assigned to related offers and hence offers are grouped by name

Correct Answer: B

QUESTION 4

Which two standard Unica Campaign portlets are available for use on dashboards even if the Campaign report package is not installed?

- A. My Recent Campaigns
- B. My Custom Bookmarks
- C. Offer Response Breakout
- D. Campaign Revenue Comparison
- E. Campaign Response Rate Comparison

Correct Answer: AB

QUESTION 5

A Unica Campaign deployment requires Cognos reporting to be configured. As part of configuring the Cognos firewall, which property in the Cognos configuration, other than "Enable CAF (Cognos Application Firewall) Validation" needs to be set?

- A. Gateway URI Property
- B. Internal Dispatcher URI Property
- C. Valid Domains or Hosts Property
- D. External Dispatcher URI Property

Correct Answer: C

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