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QUESTION 1

A user would like to create a 10% holdout control group from a Cell which contains 1000 Audience IDs. Which Unica Campaign flowchart process box is the BEST way to accomplish this?

A. Merge process

B. Sample process

C. Segment process

D. Snapshot process

Correct Answer: B

QUESTION 2

A specialist would like to mimic a Unica Campaign database connection using the same methods as Campaign unica_acsvr. Which database utility should be used?

A. oratest

B. db2test

C. cxntest

D. odbctest

Correct Answer: C

QUESTION 3

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

QUESTION 4

A specialist needs to remove some lingering temp tables. Which Unica Campaign V8.5 utility should be used?

A. unica_acsvr

B. unica_svradm

C. unica_acclean

D. unica_acsesutil

Correct Answer: C

QUESTION 5

In Unica Campaign, how are the Scheduler and Schedule process used?

A. The Schedule process is used to configure the Campaign Scheduler. This enables the use of the Schedule process in a flowchart.

B. The Scheduler is an administration tool used to configure schedules. Use the Schedule process to select the schedule to use as part of theflowchart.

C. The Scheduler is a Marketing Platform function that defines Schedule process attributes. The Schedule process is used to initiate a process,series of processes, or an entire flowchart.

D. The Scheduler starts a flowchart even if it is not running, while the Schedule process in a flowchart works only if the flowchart is running. TheScheduler should not be used to schedule a flowchart that uses the Schedule process.

Correct Answer: D

QUESTION 6

In an installation, Unica Campaign has been deployed on WebSphere JVM with system tables in DB2. For this configuration to function successfully, which custom data source property in WebSphere needs to be set or added for the DB2 system tables data source?

A. logToConnect

B. numberOfRetries

C. resultSetHoldability

D. cacheConnectionSize

Correct Answer: C

QUESTION 7

A specialist is running a Call List process box in a Unica Campaign flowchart with the Contact History logging option turned off and Create Treatments Only is not selected. What is the result of this action?

A. Contact History, Detailed Contact History, Treatment History and Offer History tables do not get populated with the contact data.

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B. Contact History table is not populated with the contact data, but the Detailed Contact History, Treatment History and Offer History tables arepopulated with the contact data.

C. Contact History table, Offer History table and Treatment History table are not populated with the contact data, but the Detailed Contact Historytable is populated with the contact data.

D. Contact History table and Detailed Contact History table are not populated with the contact data, but the Treatment History and Offer Historytables are populated with the contact data.

Correct Answer: A

QUESTION 8

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 9

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 10

A specialist has just completed a Unica Campaign installation using SQL Server. When it was first accessed, the specialist sees that Manage Table Mappings > Show System Tables under the Campaign Settings appears but does not show any mapped system tables. The reason for this could be that:

A. the ODBC driver was not correctly configured.

B. the specialist does not have correct Campaign security policies.

C. the JDBC connection was incorrectly set in the web application server.

D. the database which contains the Platform system tables is not accessible.

Correct Answer: A

QUESTION 11

After an installation, a specialist tries to access the Platform Settings > Configuration part of the Unica GUI and is not able to see it. An error message is also received. The specialist suspects that there are some incorrect settings there which need to be modified. How can the specialist make the modifications to these settings without using the GUI?

A. Use the configTool to accomplish this goal.

B. Modify the Campaign system tables in the database.

C. Access the Web Application server console to make the changes.

D. Change the XML files in the /conf directory and restarting the web application server.

Correct Answer: A

QUESTION 12

A user assigns a Global Suppression to an audience level. How does Unica Campaign ensure that the audience keys listed in the suppression list will never make it into a list generated by a flowchart? Campaign automatically removes:

A. all IDs in the Global Suppression list from the table catalog.

B. the IDs in the Global Suppression list from every top level Select, Extract or Audience process.

C. all IDs in the Global Suppression list from every top level Segment, Sample or Snapshot process.

D. the IDs in the Global Suppression list from the final Select, Extract or Audience process just before the data is written out of the CampaignSystem.

Correct Answer: B

QUESTION 13

Many flowcharts are finishing with errors but the user cannot see any activity leading up to the error in the flowchart log as logging is set too low. What can be recommended to capture more logging in all future flowchart runs?

A. Use the unica_svradm "loglevel HIGH" command.

B. Have the user change the logging levels in every flowchart they run: the changes will persist.

C. Change the logging levels in the campaign_log4j.properties file and restart the web application server.

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D. Change the levels in the following configuration settings: Settings > Configuration --> Unica > Campaign > partitions > partition[n] > server >logging.

Correct Answer: D

QUESTION 14

A user wants to use data from another table that shares the same Audience ID as the base table. To maintain system flexibility and performance this table should be mapped into Unica Campaign as a:

A. fact table.

B. general table.

C. dimension table.

D. base record table.

Correct Answer: C

QUESTION 15

Unica Marketing products that are installed as a Suite including Unica Campaign, must be installed on the same network domain. The reason for this requirement is to:

A. expedite installation.

B. minimize maintenance effort.

C. minimize troubleshooting effort.

D. comply with browser restrictions designed to limit cross-site scripting security risks.

Correct Answer: D

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