IBM

P2080-096

IBM Unica Enterprise Campaign Technical Mastery Test v1

Answer: C

QUESTION: 90
What is the first thing a customer should do before creating a campaign in Unica Campaign?

A. Create the Mail List.
B. Design the campaign on paper and determine the goals for the campaign.
C. Create the offers, mail list, and call list.
D. Create strategic segments.

Answer: B

QUESTION: 91
In Unica Campaign, what is the main difference between a flowchart Segment and a Strategic Segment?

A. Strategic segments are used with interactive flowcharts.
B. Flowchart segments are used for global suppressions.
C. Flowchart segments can only be used within the flowchart where it was created.
D. Strategic segments can only be used within the flowchart where it was created.

Answer: C

QUESTION: 92
Which Unica Campaign process lets you fine tune a campaign to maximize its effectiveness?

A. Track
B. Cube
C. Data Manipulation
D. Analytical/Optimization

Answer: D

QUESTION: 93

After an installer completes the Unica Campaign installation and the unic a.ear file is created, where do you deploy the ear file?

A. Weblogic or Websphere Server Administration Console
B. Affinium Manager
C. Campaign Listener
D. Framework Manager

Answer: A

QUESTION: 94
In Unica Marketing Operations, what happens if a person who is assigned to the required approver role does not respond to an Approval request even though all other assigned Approvers have responded?

A. The Approval can be completed without the required Approver's response if the person sending out the approval request decides the approval
is not needed.
B. The person sending out the Approval request needs to override the need for an Approver's response.
C. The Approval is not completed until all required Approvers respond.
D. The required Approver can override the need to send an approval for a specific request.

Answer: C

QUESTION: 95
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

QUESTION: 96

In Unica Campaign, how does a customer create a smart offer list?

A. Select from a static list of offers.
B. Enter the offer names to be included.
C. Query attributes of existing offers.
D. Configure parameterized offer attributes.

Answer: C

QUESTION: 97
How does a customer assign security roles for groups in Unica Campaign?

A. Go to Settings menu and select Roles and Permissions.
B. Go to the Settings menu and select Users>Assign Roles.
C. Go to the Settings menu and select Configuration.
D. Go to the Settings menu and select User Groups>Assign Roles.

Answer: D

QUESTION: 98
In Unica Campaign, which flowchart cell report displays details of the records within a cell?

A. Cell List
B. Cell Variable Profile
C. Cell Waterfall
D. Cell Content

Answer: B

DON'T KNOW
OR NO PREFERENCE

Pass your exam at First Attempt....Guaranteed!