



000-M96^{Q&As}

IBM Unica Enterprise Campaign Technical Mastery Test V1

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QUESTION 1

What process type is used to select, merge, segment, extract, and sample customers to target in a Unica Campaign?

- A. Analysis
- B. Execution
- C. Data Manipulation
- D. Optimization

Correct Answer: C

QUESTION 2

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.

Correct Answer: B

QUESTION 3

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

Correct Answer: A

QUESTION 4

What is required for Unica Campaign in order to generate an IBM Cognos report that displays budget, revenue, and ROI information for each channel financial campaign, each channel within the campaign, and each offer within the channel?

- A. Unica Interact



- B. Unica NetInsight
- C. Unica Marketing Operations Financial Management Module
- D. Unica Campaign Financial Management Module

Correct Answer: C

QUESTION 5

What Unica Campaign flowchart process type does a customer use to build an output file of customers who were suppressed because they had opted out of marketing communications (and where no marketing offer is needed)?

- A. Mail List
- B. Snapshot
- C. Call List
- D. Extract

Correct Answer: B

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