



# 000-M96<sup>Q&As</sup>

IBM Unica Enterprise Campaign Technical Mastery Test V1

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#### QUESTION 1

During the installation of Unica Campaign, if you want to install additional Unica applications, what is a key step for success?

- A. Place all the application installers in the same folder.
- B. Create a HOME folder for each application.
- C. Install each application independently.
- D. Install each application on a separate server.

Correct Answer: A

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#### QUESTION 2

In Unica Campaign, what segment type is a reusable list of contacts (such as customers, accounts, or households) that you can use in the Select process as input?

- A. Template
- B. Flowchart
- C. Smart Chart
- D. Sample

Correct Answer: C

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#### QUESTION 3

In Unica Campaign, where does a customer navigate in order to load an existing table catalog into a flowchart?

- A. Click the Options icon.
- B. Click the Admin icon.
- C. Click the Run icon.
- D. Click the flowchart icon.

Correct Answer: B

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#### QUESTION 4

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.

Correct Answer: C

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#### QUESTION 5

In a Unica Campaign linked project, what does navigating to the Segments-Offer tab allow you to do?

- A. Create a segment for a flowchart.
- B. Create a flowchart.
- C. Create an offer.
- D. Create a Campaign.

Correct Answer: B

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