



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

IBM Unica Enterprise Campaign Technical Mastery Test V1

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#### QUESTION 1

In Unica Campaign, what does a customer need if they want functionality that includes creating, viewing and managing of the Target Cell Spreadsheet and custom cell attributes?

- A. Unica Optimize
- B. Unica Marketing Operations
- C. Unica NetInsight
- D. Unica eMessage

Correct Answer: B

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#### QUESTION 2

In Unica Campaign, who is usually given responsibility for creating offer templates available to a specific user?

- A. Flowchart designer
- B. Campaign manager
- C. User who creates the offer
- D. System or offer administrator

Correct Answer: D

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#### QUESTION 3

In Unica Campaign, what option in the schedule process allows a customer to call a script or program on the server?

- A. Use the "Send Trigger" option in the Schedule Process Box.
- B. Use of a custom macro in the Schedule process box.
- C. Use the "Server Admin" option in the Schedule Process box.
- D. Use the "Custom run" option in the Schedule Process box.

Correct Answer: A

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#### QUESTION 4

In Unica Campaign, for which process(es) is/are a customer able to link cells from a Target Cell Spreadsheet?

- A. Select process



- B. Select and Extract processes
- C. Select, Merge, Audience, and Extract processes
- D. Select, Merge, Audience and Snapshot processes

Correct Answer: C

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#### QUESTION 5

In Unica Campaign, what is the basis for a variety of reports that can be used for data exploration, quick counts, or as a basis for targeting campaigns?

- A. Samples
- B. Segments
- C. Dimension hierarchy
- D. Profiles

Correct Answer: C

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