



000-M96^{Q&As}

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QUESTION 1

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

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

QUESTION 3

Which Unica Campaign object(s) has no naming restrictions, for instance, using special characters like ? or >?

- A. Audience levels not including audience level field names.
- B. Custom attribute display names not including custom attribute internal names.
- C. Offer templates
- D. All of the above.

Correct Answer: D

QUESTION 4

For Unica Campaign, what prefix is used for system tables?

- A. UARC_
- B. DBO_



C. UA_

D. SYS_

Correct Answer: C

QUESTION 5

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.

Correct Answer: C

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