



C2080-470^{Q&As}

IBM Unica Campaign V8.5

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**QUESTION 1**

A user wants to map a new table into a flowchart which only has one base table. This new table does not have a common field with the base table. What is the easiest way to map this new table into the flowchart?

- A. Have the database administrator add a column to the new table which is common to the base table.
- B. Have the database administrator create a view which is an amalgamation of the base table and the new table.
- C. Map the new table in at a new audience and then use the audience process in a flowchart to switch to the correct audience key.
- D. Map this new table as a dimension table to another dimension table (already mapped to the base table), that share a common field.

Correct Answer: D

QUESTION 2

After the administrator installs Unica Campaign reports pack and selects Analytics > Campaign Analytics, the folder containing the Campaign Cognos Performance reports are not available as an option. However, the reports folders Calendar Reports and Segment Crosstab Reports are available. What must the administrator do to ensure users can also access the Campaign Cognos Performance Reports and Segment Crosstab Reports?

- A. Under Unica Settings > Users, go to the cognos_admin user and select "ReportsSystem (IBM Unica Reports)" to add it as a role.
- B. Reinstall the Unica Campaign reports pack and check again to ensure that the Campaign Cognos Performance reports is available as an option under the Performance Reports folder.
- C. Under Unica Settings > User Roles and Permissions, drill down from the Campaign node to the Reports node. Ensure that the "Granted" option has been selected for at least the Admin Role for Reports.
- D. Check the folders under "Campaign Analytics" to ensure the report did not install incorrectly to another folder. Move the Campaign Cognos Performance option to the Performance Reports folder if it is found under another folder.

Correct Answer: C

QUESTION 3

Which two standard Unica Campaign portlets are available for use on dashboards even if the Campaign report package is not installed?

- A. My Recent Campaigns
- B. My Custom Bookmarks
- C. Offer Response Breakout
- D. Campaign Revenue Comparison



E. Campaign Response Rate Comparison

Correct Answer: AB

QUESTION 4

A Unica Campaign user wants to create and save a derived field expression in order to reuse it in future campaigns. Which of the steps below is correct to achieve this task?

- A. Create and save the derived field expression in a text editor for future reference.
- B. Create and save the derived field expression in the Stored Macros directory from the Options menu.
- C. Create and save the derived field expression in the Stored Derived fields directory from the Options menu.
- D. Unica Campaign automatically saves each derived field that is created and used in a Campaign flowchart.

Correct Answer: C

QUESTION 5

In a Unica Campaign deployment, there is a use case to check custom validation logic (valid vs. optional) for the campaign extended attributes at the time of campaign creation. Which Campaign feature will help accomplish this requirement?

- A. Security Policies
- B. Unica Campaign Triggers
- C. Unica Campaign Web Services API
- D. Unica Campaign Validation Plug-in Developer's Kit (PDK)

Correct Answer: D

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