



C2080-470^{Q&As}

IBM Unica Campaign V8.5

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**QUESTION 1**

In Unica Campaign, when can a specialist configure whether a mailing should be Standard or Transactional?

- A. While configuring the Output List table.
- B. While configuring the Emessage document.
- C. While configuring the Emessage mailing tab.
- D. While configuring the Emessage process box.

Correct Answer: C

QUESTION 2

A client's base selection table in the database uses more than one column to indicate a specific audience record. Is this a problem for the Unica Campaign system?

- A. No, as long as one column is of a numeric data type.
- B. No, any number of columns can be used to determine an audience.
- C. Yes, only one column can be used within an audience.
- D. Yes, multi column keys create performance limitations and should be avoided.

Correct Answer: B

QUESTION 3

A marketing user has a requirement to create an intermediate table in the flowchart, capturing the audience key and few additional data elements. This data is to be used for further processing downstream in the flowchart. How can the user accomplish this? The user:

- A. should use an Extract process.
- B. needs to use flat files for this functionality.
- C. will be able to do this with a Snapshot process.
- D. can do so only if Temp Tables are enabled in the flowchart.

Correct Answer: A

QUESTION 4

In an SSL-enabled deployment of Unica Campaign Listener, what is the required format for the security certificate?



- A. PEM
- B. JKS
- C. DER
- D. XML

Correct Answer: A

QUESTION 5

Which of the following is NOT true about how a user variable can be used in Unica Campaign?

- A. A user variable can be used in a custom macro.
- B. A user variable can be used in an outbound trigger.
- C. A user variable can be used within a SQL statement.
- D. A user variable can be defined in one flowchart and then referenced in another flowchart.

Correct Answer: D

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