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**QUESTION 1**

A Unica Campaign has been designed to personalize offers for individuals via dynamic parameterization of offer attributes. Which Campaign system table records the offer(s) received by the individuals?

- A. Flowchart Table
- B. Contact History Table
- C. Response History Table
- D. Detailed Contact History Table

Correct Answer: D

QUESTION 2

All custom macros need to be moved from a test environment to a production environment. What is the recommended way for moving the custom macros?

- A. Recreate the custom macros in the production environment. There is no procedure that allows the macros to be easily copied from the test to the production environment.
- B. Copy the custom macros by exporting them from the UA_CUSTOMMACRO table in the test environment and importing them to the UA_CUSTOMMACRO table in the production environment.
- C. Open the test environment UA_CUSTOMMACRO table with a text editor. Locate and copy the custom macros. Open the production environment UA_CUSTOMMACRO table with a text editor. Paste the custom macros into the table.
- D. Export the custom macros from the UA_CUSTOMMACRO table in the test environment. Import the custom macros from within Campaign by going to "Options" and selecting "Custom Macros...". Click the "Import" button and select the custom macros to be imported.

Correct Answer: B

QUESTION 3

Unica Platform needs to be integrated with a Directory Server. What can be done to make this happen?

- A. Use the built-in Platform login methods.
- B. Use Active Directory or an LDAP solution.
- C. Use a Content Server Management solution.
- D. Individual customization with Platform is needed.

Correct Answer: B



QUESTION 4

A specialist completed a Unica Campaign installation and started the Unica Campaign Listener on port 4664. Which of the following tests would confirm definitively that the Listener has started?

- A. Check if port 4664 is listening using netstat.
- B. Verify if a "status" command can be run using unica_svradm.
- C. Connect to the Unica URL - http(s)://hostname:port/unica - and determine if it is accessible.
- D. Run a grep on the Campaign server to determine if a "unica_acsvr" process is active using "ps -ef".

Correct Answer: B

QUESTION 5

A user is mapping a flat file into Unica Campaign. The user needs to ensure that the file ends with a:

- A. tab.
- B. comma.
- C. closing bracket.
- D. carriage return, line feed.

Correct Answer: D

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