



# C9010-260<sup>Q&As</sup>

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**QUESTION 1**

A user is mapping in Contact History tables for an audience. What has to be true for the mapping to be successful?

- A. Any additional user defined fields added onto the Contact History table must also be added onto the Response History table.
- B. Any additional user defined fields added onto the Response History table must also be added onto the Segment Membership table.
- C. Any additional user defined fields added onto the Contact History table must also be added onto the Detailed Contact History table.
- D. Any additional user defined fields added onto the Contact History table must also be added onto the Detailed Contact History table and the Segment Membership table.

Correct Answer: C

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**QUESTION 2**

A customer has been frustrated with the inflexibility with their current Unica Campaign solution. It involves many hours of repetitive data entry work. Campaign's current configuration does not reflect how the customer actually does business. Most importantly, 95% of every attribute is a hidden static offer attribute which causes a time-consuming and repetitive workflow. What recommend changes will eliminate much of the repetitive work required for the customer's offer?

- A. Use the Campaign's target Cell Spreadsheet (TCS) in a top-down method. Define the Target Cells and offers, and then add the flowcharts and assign the target cells as needed.
- B. Parameterize offer attributes in the template so the attribute default value can be changed depending on the created offer. Finally, when the offer containing the parameterized attribute is associated with a cell in a flowchart, the user can accept or change the default value entered for the offer.
- C. Redesign offer so they can be moved from static offer to a smart offer list. Set up the smart offer lists to be the contents of a particular folder, then the customer can simply add or remove offers to and from that folder to modify the offers given out each time a Campaign is run.
- D. Redesign offer so they are more useable. Separate the offer attributes and identify which attributes can become cell level attributes which can be managed through a campaign TCS. Increase the use of parameterized offer attributes to allow for easier administration of offers and increased usability.

Correct Answer: D

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**QUESTION 3**

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

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#### QUESTION 4

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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#### QUESTION 5

A user has added a new Unica Campaign Attribute and would like to make that attribute available to the Cognos reports. To do this, the user needs to:

A. use the Reports SQL generator to update the existing reporting views.

B. use the Reports SQL generator to create new views which include the new attribute.

C. do nothing, once the new column is added the reports model is automatically updated.

D. use the Cognos application administrator to create a new data framework which includes the new attribute.

Correct Answer: B

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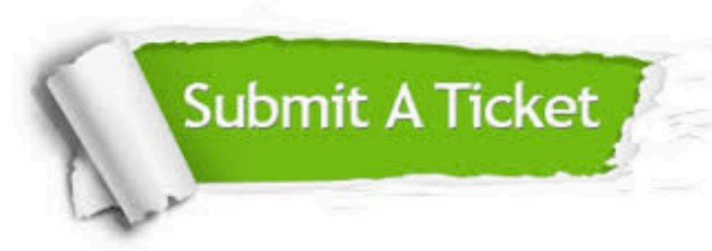
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