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**QUESTION 1**

A specialist is asked to review a flowchart and find areas that are candidates for performance optimization. Which two of the following choices are the BEST steps to take?

- A. Review all Segment boxes, and ensure that segment by field configuration is used.
- B. Review flowchart queries for cases where base-to-base table joins are performed so that they might be replaced with base-to-dimension tablejoins.
- C. Review all the top level Select boxes for criteria that can be combined and also for derived fields that may be able to be moved further down a branch in the flowchart.
- D. Review the AllowSegmentUsingSqlCase setting for the data source used by the flowchart. Consider setting to false if all segment boxes have mutually exclusive segments.
- E. Review the max query threads setting in each Segment box. In some boxes it may make sense to increase the maximum (if set to lower than the total segments), and in some cases it may make sense to decrease the maximum.

Correct Answer: BC

QUESTION 2

A customer wants to set up their environment to allow concurrent campaign runs and a high volume of users designing ad hoc flowcharts. To control a marketing user's ability to affect performance by profiling database data from within a flowchart, the specialist can restrict the marketing user's ability to profile:

- A. when mapping tables.
- B. in the flowchart's Admin menu.
- C. when configuring the data source.
- D. in the Configuration settings of Campaign > partitions > partition[n] > server > dataProcessing.

Correct Answer: A

QUESTION 3

How can a specialist confirm what environment variables are actually set in Unica Campaign V8.5?

- A. All the environment variables can be viewed from the setenv.sh script file.
- B. By logging in to cxntest, and then running the "set" command to view all the environment variables.
- C. By logging in to unica_svradm, and then running the "set" command to view all the environment variables.
- D. By logging in to unica_acsesutil, and then running the "set" command to view all the environment variables.

Correct Answer: C

**QUESTION 4**

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

QUESTION 5

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 6

An administrator has just installed Unica Platform and Unica Campaign. The administrator now wants to add new users to the system and wants to set access and functional permissions. Where is security arranged and configurable for Unica Campaign?

- A. In Unica Platform.
- B. In Unica Campaign.
- C. On the client's web browser.



D. In the web application server.

Correct Answer: A

QUESTION 7

A Unica Campaign deployment requires Cognos reporting to be configured. As part of configuring the Cognos firewall, which property in the Cognos configuration, other than "Enable CAF (Cognos Application Firewall) Validation" needs to be set?

- A. Gateway URI Property
- B. Internal Dispatcher URI Property
- C. Valid Domains or Hosts Property
- D. External Dispatcher URI Property

Correct Answer: C

QUESTION 8

A specialist creates a numeric user variable called MinBalance and assigns an initial value of 100 to it. The specialist wants the Select process to return all IDs where the mapped field AccountBalance is greater than MinBalance. What is the correct syntax to use?

- A. MinBalance
- B. AccountBalance > MinBalance
- C. AccountBalance > UserVar.MinBalance
- D. AccountBalance is GT than UserVar.MinBalance

Correct Answer: C

QUESTION 9

In a Unica Campaign Flowchart, a customer database table (see below) is mapped in a Select process box. There is a requirement to segment and organize customers based on their income, which would typically have the values "HIGH" for customers whose income is greater than 100000 and "LOW" for customers whose income is less than or equal to 100000. This value needs to be output with the final target list.



Customer_ID	Income	Customer_Type	Age
101010	150000	S	45
101011	78000	S	34
101012	130000	S	43
101013	45000	S	54
101014	170000	S	23
101015	89000	S	67
101016	150000	S	56
101017	97000	S	76
101018	105000	S	43
101019	84000	S	45
101020	160000	S	33

Ideally which step should be executed to get the task done?

- A. Alter the table to add a new column with the required logic.
- B. Create a Persistent Derived field with the logic : IF(Customer_Demographic_Info.Income > 100000,\\HIGH\\,\\LOW\\).
- C. Create a Strategic Segment with the logic : IF(Customer_Demographic_Info.Income > 100000,\\HIGH\\,\\LOW\\).
- D. Create a User Variable HIGH and LOW with the logic: IF(Customer_Demographic_Info.Income > 100000,\\HIGH\\,\\LOW\\).

Correct Answer: B

QUESTION 10

A specialist would like to mimic a Unica Campaign database connection using the same methods as Campaign unica_acsvr. Which database utility should be used?

- A. oratest
- B. db2test
- C. cxntest
- D. odbctest

Correct Answer: C

QUESTION 11

A user is running a flowchart with multiple Derived Fields where many IDs are selected and notices it is taking a long time to transfer the Audience IDs between the Unica Campaign server and the database. Which of the following configuration settings in Unica will certainly increase the performance of the flowchart?

- A. By enabling IN-DB optimization in the flowchart.



- B. By configuring a database loader for the appropriate data source.
- C. By modifying the BulkInsertBlockSize for the appropriate data source.
- D. In the configuration settings, by setting the correct option for server > flowchartConfig > defaultBehaviorWhenOutputToDB.

Correct Answer: B

QUESTION 12

The Unica Platform has been integrated with an Active Directory solution. Due to changes in Active Directory, a specialist needs to make sure that ALL groups and users from the Active Directory solution are synchronized with the Unica Platform. This can be accomplished by:

- A. using the manual synchronization function.
- B. using the automatic synchronization method.
- C. using the Unica Marketing Platform config tool utility.
- D. using an Extraction Transformation Loading (ETL) routine between Active Directory and Unica Platform.

Correct Answer: A

QUESTION 13

Within a flowchart a user wants to switch audiences from the Household level to the Customer level. In order to do this, a table containing both columns is necessary. This can be accomplished by mapping a table:

- A. into the catalog twice, once at the Household level and once at the Customer Level.
- B. into the catalog and select the Household column and the Customer column when selecting the audience level.
- C. in as a base table at the Household level and then map the same table in as a dimension table joined to the base table on the Customer column.
- D. in at the Household level as a table is normally mapped and then use the "Specify Additional Audiences" screen to select the Customer column within the table.

Correct Answer: D

QUESTION 14

In a Unica Campaign installed environment, there is a requirement to track responses from a new audience level. Which tables need to be created for the new audience level?

- A. Contact History table and Response History table
- B. Contact History table and Detailed Contact History table



C. Contact History table, Response History table and Segment Membership table

D. Contact History table, Detailed Contact History table, Response History table and Segment Membership table

Correct Answer: D

QUESTION 15

A specialist is running a Call List process box in a Unica Campaign flowchart with the Contact History logging option turned off and Create Treatments Only is not selected. What is the result of this action?

A. Contact History, Detailed Contact History, Treatment History and Offer History tables do not get populated with the contact data.

B. Contact History table is not populated with the contact data, but the Detailed Contact History, Treatment History and Offer History tables are populated with the contact data.

C. Contact History table, Offer History table and Treatment History table are not populated with the contact data, but the Detailed Contact History table is populated with the contact data.

D. Contact History table and Detailed Contact History table are not populated with the contact data, but the Treatment History and Offer History tables are populated with the contact data.

Correct Answer: A

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