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Q&A

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Exam : **P8010-096**

Title : IBM Unica Enterprise
Campaign Technical
Mastery Test V1

Version : DEMO

1.In Unica Campaign, where do you navigate to access the Advanced Settings that allow you to manage some Unica Campaign settings and server optimization features.?

- A.Go to the Summary tab of the campaign.
- B.Open the flowchart in Edit mode and select Options.
- C.View the flowchart in View mode and select Run.
- D.Open the flowchart in Edit mode and select Admin.

Answer:D

2.What key concept in Unica Campaign provides a collection or set of one or more tasks, or processes, that Unica Campaign executes to specify and select the desired target(s) of a customer's marketing campaign and, optionally, assigns offers, outputs data and tracks responses?

- A.Offer
- B.Campaign
- C.Flowchart
- D.Session

Answer:C

3.Which Unica Campaign process defines the criteria to locate a set or group, such as a list of customers, from a customer's marketing data?

- A.Select
- B.Audience
- C.Merge
- D.Sample

Answer:A

4.What type of data table in Unica Campaign contains information that augments a base table; for example, demographics, accounts belonging to a customer, order transactions belonging to a customer?

- A.Base record table
- B.Dimension table
- C.General table
- D.Active record table

Answer:B

5.For Unica Campaign, what prefix is used for system tables?

- A.UARC_
- B.DBO_
- C.UA_
- D.SYS_

Answer:C