



C2080-470^{Q&As}

IBM Unica Campaign V8.5

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QUESTION 1

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 2

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 3

Unica Campaign supports which two web application servers?

- A. IBM Tivoli
- B. Caucho Resin
- C. Apache Tomcat
- D. IBM WebSphere
- E. Oracle WebLogic

Correct Answer: DE

QUESTION 4

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 5

A user is trying to create RAW SQL in a Select process. "Select IDs with" is selected but when the user clicks on the advanced button the "RAW SQL for Record Selection" check box is greyed out. What is the user doing wrong?

- A. The correct tables are not mapped in.
- B. A SQL Custom Macro has not been created.
- C. The Select process is in Point and Click mode.
- D. Unica Campaign is not connected to the database.

Correct Answer: C

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