



C2080-470^{Q&As}

IBM Unica Campaign V8.5

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QUESTION 1

A specialist runs a flowchart containing an Optimize process box. Which table is populated when this occurs?

- A. Contact History Table
- B. Detailed Contact History Table
- C. Proposed Contacts Table (PCT)
- D. Optimized Contacts Table (OCT)

Correct Answer: C

QUESTION 2

A user wants to use data from another table that shares the same Audience ID as the base table. To maintain system flexibility and performance this table should be mapped into Unica Campaign as a:

- A. fact table.
- B. general table.
- C. dimension table.
- D. base record table.

Correct Answer: C

QUESTION 3

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 4

While adding a custom offer attribute, a specialist needs to use a form element type in order to allow addition of list items from within edit forms for a user at a later time when they are creating offers using the template containing this



attribute. Which form element type should be used?

- A. Text Field - String
- B. Select Box - String
- C. Text Field - Numeric
- D. Text Field - Currency

Correct Answer: B

QUESTION 5

The Unica Campaign/Platform system has been configured for Single Sign-On (SSO) access. Where are the passwords for the user logins stored?

- A. Unica Campaign
- B. Unica Marketing Platform
- C. Web Access Control Platform
- D. Web Access Control Platform and Unica Marketing Platform

Correct Answer: C

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