



# C2080-470<sup>Q&As</sup>

IBM Unica Campaign V8.5

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### QUESTION 1

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

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### QUESTION 2

A user wants to map a new table into a flowchart which only has one base table. This new table does not have a common field with the base table. What is the easiest way to map this new table into the flowchart?

- A. Have the database administrator add a column to the new table which is common to the base table.
- B. Have the database administrator create a view which is an amalgamation of the base table and the new table.
- C. Map the new table in at a new audience and then use the audience process in a flowchart to switch to the correct audience key.
- D. Map this new table as a dimension table to another dimension table (already mapped to the base table), that share a common field.

Correct Answer: D

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### QUESTION 3

The Scheduler is a common scheduling component that Unica applications use. Besides Campaign, which of the following applications can schedule jobs?

- A. Unica Optimize and Unica Interact
- B. Unica eMessage and Unica Optimize
- C. Unica Marketing Operations and Unica Interact
- D. Unica eMessage, Unica Optimize, Unica Marketing Operations, and Unica Interact

Correct Answer: B

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### QUESTION 4



After an installation, a specialist tries to access the Platform Settings > Configuration part of the Unica GUI and is not able to see it. An error message is also received. The specialist suspects that there are some incorrect settings there which need to be modified. How can the specialist make the modifications to these settings without using the GUI?

- A. Use the configTool to accomplish this goal.
- B. Modify the Campaign system tables in the database.
- C. Access the Web Application server console to make the changes.
- D. Change the XML files in the /conf directory and restarting the web application server.

Correct Answer: A

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#### QUESTION 5

Which two standard Unica Campaign portlets are available for use on dashboards even if the Campaign report package is not installed?

- A. My Recent Campaigns
- B. My Custom Bookmarks
- C. Offer Response Breakout
- D. Campaign Revenue Comparison
- E. Campaign Response Rate Comparison

Correct Answer: AB

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