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QUESTION 1

The custom macro has been configured to select on "audience id" and a return value. When this custom macro is executed an error is received. What could cause this problem?

A. There are user variables used in the custom macro.

B. The Expression Type is configured incorrectly for the custom macro.

C. The custom macro is the same as one of the Campaign built-in macros.

D. The custom macro is too large for the fields in the temp table ().

Correct Answer: B

QUESTION 2

A user would like to create a 10% holdout control group from a Cell which contains 1000 Audience IDs. Which Unica Campaign flowchart process box is the BEST way to accomplish this?

A. Merge process

B. Sample process

C. Segment process

D. Snapshot process

Correct Answer: B

QUESTION 3

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 4

During installation, Unica Campaign is unable to register itself with Unica Marketing Platform during the process. Which out of the box Marketing Platform utility can be used to perform the registration process manually?

A. ConfigTool Utility

B. PopulateDb Utility

C. PartitionTool Utility

D. RestoreAccess Utility

Correct Answer: A

QUESTION 5

A production run for a Unica Campaign that runs daily was executed today with wrong user-input data. The tracking history data now needs to be cleared from the Campaign audience history tables for that run. What steps need to be taken?

A. It is not possible to delete the logged information from the Campaign system tables.

B. Manually delete the data from the system tables by executing a SQL code or script.

C. Click "Clear History" in the Log tab of the contact process of the flowchart and choose all entries to be cleared.

D. Click "Clear History" in the Log tab of the contact process of the flowchart choosing a specific Flowchart run identified by run date and time.

Correct Answer: D