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QUESTION 1

A customer has Unica Campaign installed on a UNIX operating system and is having problems with character encoding. Specifically, they notice that non-ASCII characters are corrupted only when written to flat files. Which Unica configuration setting should be checked?

- A. Configuration > Settings --> Campaign > unicaACListener > systemStringEncoding.
- B. JAVA_OPTIONS or JVM arguments need to be set to UTF-8 in the Web Application server.
- C. Configuration > Settings --> Campaign > partitions > partition[n] > server > encoding > stringEncoding.
- D. Configuration > Settings --> Campaign > partitions > partition[n] > dataSources - stringencoding setting.

Correct Answer: C

QUESTION 2

A user has added a new Unica Campaign Attribute and would like to make that attribute available to the Cognos reports. To do this, the user needs to:

- A. use the Reports SQL generator to update the existing reporting views.
- B. use the Reports SQL generator to create new views which include the new attribute.
- C. do nothing, once the new column is added the reports model is automatically updated.
- D. use the Cognos application administrator to create a new data framework which includes the new attribute.

Correct Answer: B

QUESTION 3

A customer has been frustrated with the inflexibility with their current Unica Campaign solution. it involves many hours of repetitive data entry work. Campaign's current configuration does not reflect how the customer actually does business. Most importantly, 95% of every attribute is a hidden static offer attribute which causes a time-consuming and repetitive workflow. What recommend changes will eliminate much of the repetitive work required for the customer's offer?

- A. Use the Campaign's target Cell Spreadsheet (TCS) in a top-down method. Define the Target Cells and offers, and then add the flowcharts and assign the target cells as needed.
- B. Parameterize offer attributes in the template so the attribute default value can be changed depending on the created offer. Finally, when the offer containing the parameterized attribute is associated with a cell in a flowchart, the user can accept or change the default value entered for the offer.
- C. Redesign offer so they can moved from static offer to a smart offer list. Set up the smart offer lists to be the contents of a particular folder, then the customer can simply add or remove offers to and from that folder to modify the offers given out each time a Campaign is run.
- D. Redesign offer so they are more useable. Separate the offer attributes and identify which attributes can become cell level attributes which can be managed through a campaign TCS. Increase the use of parameterized offer attributes to



allow for easier administration of offers and increased usability.

Correct Answer: D

QUESTION 4

Unica Marketing products that are installed as a Suite including Unica Campaign, must be installed on the same network domain. The reason for this requirement is to:

- A. expedite installation.
- B. minimize maintenance effort.
- C. minimize troubleshooting effort.
- D. comply with browser restrictions designed to limit cross-site scripting security risks.

Correct Answer: D

QUESTION 5

A user does not want the dashboard to display when Unica Campaign is first opened. Instead, the user simply wants to use the currently displayed All Campaigns page as the home page. How can this be done?

- A. A user cannot change the dashboard home page. Only the administrator can.
- B. In the Campaign application, go to "Settings" and select "Configuration". Under the "Campaign" category, click "navigation".
- C. In the Campaign application, go to "Settings" and select "Set current page as home". The user must have permissions to set the page selected as home.
- D. In the Campaign application, go to "Settings" and select "Set current page as home". The user does not need any special permission to set any page selected as home.

Correct Answer: C

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