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QUESTION 1

An administrator must install Unica Marketing products multiple times when setting up a clustered environment. Which installation mode would BEST serve this purpose?

- A. Supervised Mode
- B. Unattended (Silent Mode)
- C. Console (Command Line) Mode
- D. Windows GUI or UNIX X-windows mode

Correct Answer: B

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

A user is setting up a Contact History table for a Customer audience level. The customer audience level in the user database is represented by the Customer_Key column. Which one of these fields is NOT a required field for the Contact History table?

- A. CellID
- B. PackageID
- C. TreatmentID
- D. Customer_Key

Correct Answer: C

QUESTION 4

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 5

A campaign user has come to the specialist indicating that one particular flowchart is taking too long to run, and they need help finding the bottleneck. What are the most logical first steps to try to isolate the actual bottleneck(s)?

- A. The specialist needs to send the user a re-sizing questionnaire, since this means the user's system is undersized.
- B. The specialist should request that the user monitor the performance of the database because it's most likely a database problem.
- C. The specialist needs to ask for a copy of that flowchart's log file and the flowchart template file, and use it to begin the initial assessment of the situation.
- D. The specialist needs to ask the user a sequence of questions about all of the flowcharts such as how many records do they select initially, how many segment boxes do they have, and how many output records do they write per day.

Correct Answer: C

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