



Vendor: IBM

Exam Code: 000-M96

Exam Name: IBM Unica Enterprise Campaign Technical
Mastery Test V1

Version: DEMO

1. In Unica Campaign, where do you navigate to access the Advanced Settings that allow you to manage some Unica Campaign settings and server optimization features.?

- A. Go to the Summary tab of the campaign.
- B. Open the flowchart in Edit mode and select Options.
- C. View the flowchart in View mode and select Run.
- D. Open the flowchart in Edit mode and select Admin.

Answer:D

2. What key concept in Unica Campaign provides a collection or set of one or more tasks, or processes, that Unica Campaign executes to specify and select the desired target(s) of a customer's marketing campaign and, optionally, assigns offers, outputs data and tracks responses?

- A. Offer
- B. Campaign
- C. Flowchart
- D. Session

Answer:C

3. Which Unica Campaign process defines the criteria to locate a set or group, such as a list of customers, from a customer's marketing data?

- A. Select
- B. Audience
- C. Merge
- D. Sample

Answer:A

4. What type of data table in Unica Campaign contains information that augments a base table; for example, demographics, accounts belonging to a customer, order transactions belonging to a customer?

- A. Base record table
- B. Dimension table
- C. General table
- D. Active record table

Answer:B

5. For Unica Campaign, what prefix is used for system tables?

- A. UARC_
- B. DBO_
- C. UA_
- D. SYS_

Answer:C

6. What is a recommended part of the planning process for a customer in order to install Unica Campaign?

- A. Hardware and software environment and Unica hardware sizing parameters.
- B. Create Campaigns
- C. Install Cognos
- D. Configure the Unica Marketing platform parameters.

Answer:A

7. What is a key tool to use when creating the database and schema for the Unica Campaign system tables?

- A. unica_actrg
- B. Unica Campaign database information checklist.
- C. unica_svradmin
- D. Database native data loaders.

Answer:B

8. Where does a customer obtain a software license key, which is required for Unica Campaign v8.2 or lower?

- A. By contacting admin@us.ibm.com.
- B. By contacting the Unica license administrator.
- C. By contacting campaignlicense@us.ibm.com.
- D. By contacting Unica support.

Answer:D

9. What templates does a customer need to import if the Unica Marketing Platform and Unica Campaign system tables databases are of the same database type?

- A. None, the system automatically imports the template.
- B. SQLServer template
- C. Oracle template
- D. DB2 template

Answer:A

10. If you are using Unica Campaign with more than one partition, what must a customer do to configure the IBM Cognos Reports Package?

- A. The Reports Package does not support multiple partitions.
- B. Configure once for all partitions.
- C. Install Cognos on a separate server.
- D. Configure for each partition.

Answer:A

11. What utility tool should a customer use if they want to export an XML version of configuration settings for backup, or to import the settings into a different installation of Unica Marketing Platform?

- A. populateDb
- B. configTool
- C. partitionDb

D.unica_actrg

Answer:B

12.Which Unica Campaign object(s) has no naming restrictions, for instance, using special characters like ? or >?

A.Audience levels not including audience level field names.

B.Custom attribute display names not including custom attribute internal names.

C.Offer templates

D.All of the above.

Answer:D

13.What do you use in Unica Campaign to create a new variable for querying, segmenting, sorting, calculating, or providing output to a table?

A.Derived Fields

B.Snapshot Process

C.Extract Process

D.Dimension Hierarchy

Answer:A

14.When should a user regenerate a strategic segment in Unica Campaign?

A.Never

B.Daily

C.When datasource contents have changed.

D.Whenever a new campaign is created.

Answer:C

15.When working with Unica Campaign Response History Administration, what is a key step before beginning the work?

A.Configure response processes.

B.Define audience levels.

C.Configure table mappings.

D.Configure audience process.

Answer:B