

100% Money Back
Guarantee

Vendor:IBM

Exam Code:000-M96

Exam Name:IBM Unica Enterprise Campaign
Technical Mastery Test V1

Version:Demo

QUESTION 1

In Unica Campaign, where does a customer access Campaign Summary and Offer Campaign Listings reports?

- A. Campaign menu
- B. Operations menu
- C. Analytics menu
- D. Component menu

Correct Answer: C

QUESTION 2

What is the earliest version of Unica Campaign that a customer can perform an in place upgrade to version 8.x?

- A. 5.1 and above
- B. 6.x and above
- C. 7.5 and above
- D. 7.0 to 7.3 only

Correct Answer: C

QUESTION 3

In Unica Campaign, what top level menu item do you select first to find the place where you create a user variable (which are named placeholders for values to be referenced in your flowchart logic)?

- A. Admin
- B. Options
- C. Segments
- D. Run

Correct Answer: B

QUESTION 4

Where in Unica Campaign do you map tables and build table catalogs?

- A. Settings Page

- B. Select process input menu
- C. Flowchart Admin tab
- D. All of the above.

Correct Answer: D

QUESTION 5

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.

Correct Answer: D

QUESTION 6

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

Correct Answer: B

QUESTION 7

In Unica Campaign, who is usually given responsibility for creating offer templates available to a specific user?

- A. Flowchart designer
- B. Campaign manager
- C. User who creates the offer
- D. System or offer administrator

Correct Answer: D

QUESTION 8

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

Correct Answer: B

QUESTION 9

During the installation of Unica Campaign, if you want to install additional Unica applications, what is a key step for success?

- A. Place all the application installers in the same folder.
- B. Create a HOME folder for each application.
- C. Install each application independently.
- D. Install each application on a separate server.

Correct Answer: A

QUESTION 10

In Unica Campaign, what is the main reason that a customer should save a flowchart as a template?

- A. To maintain the IDs in the cell.
- B. To produce a recipients list.
- C. To allow for consistency and efficiency for reuse.
- D. To track customer responses.

Correct Answer: C

QUESTION 11

In a Unica Campaign flowchart, if a process box is grayed out, what does this mean?

- A. Process has not been run.
- B. Process is currently running.

C. Process is not fully configured.

D. Process ran and has an error.

Correct Answer: C

QUESTION 12

In Unica Campaign, what does a customer need if they want functionality that includes creating, viewing and managing of the Target Cell Spreadsheet and custom cell attributes?

A. Unica Optimize

B. Unica Marketing Operations

C. Unica NetInsight

D. Unica eMessage

Correct Answer: B

To Read the [Whole Q&As](#), please purchase the [Complete Version](#) from [Our website](#).

Try our product !

100% Guaranteed Success

100% Money Back Guarantee

365 Days Free Update

Instant Download After Purchase

24x7 Customer Support

Average 99.9% Success Rate

More than 800,000 Satisfied Customers Worldwide

Multi-Platform capabilities - [Windows](#), [Mac](#), [Android](#), [iPhone](#), [iPod](#), [iPad](#), [Kindle](#)

Need Help

Please provide as much detail as possible so we can best assist you.

To update a previously submitted ticket:



 <p>One Year Free Update Free update is available within One Year after your purchase. After One Year, you will get 50% discounts for updating. And we are proud to boast a 24/7 efficient Customer Support system via Email.</p>	 <p>Money Back Guarantee To ensure that you are spending on quality products, we provide 100% money back guarantee for 30 days from the date of purchase.</p>	 <p>Security & Privacy We respect customer privacy. We use McAfee's security service to provide you with utmost security for your personal information & peace of mind.</p>
---	---	--

Any charges made through this site will appear as Global Simulators Limited.

All trademarks are the property of their respective owners.