



# 000-M96<sup>Q&As</sup>

IBM Unica Enterprise Campaign Technical Mastery Test V1

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#### QUESTION 1

How does a customer assign security roles for groups in Unica Campaign?

- A. Go to Settings menu and select Roles and Permissions.
- B. Go to the Settings menu and select Users>Assign Roles.
- C. Go to the Settings menu and select Configuration.
- D. Go to the Settings menu and select User Groups>Assign Roles.

Correct Answer: D

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#### QUESTION 2

For Unica Campaign processes, what feature lets you preview a list of distinct values and their frequency of occurrence for a selected field?

- A. Preview
- B. Cell Reports
- C. Profiling field
- D. Target Cell Spreadsheet

Correct Answer: C

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#### QUESTION 3

In a Unica Campaign linked project, what does navigating to the Segments-Offer tab allow you to do?

- A. Create a segment for a flowchart.
- B. Create a flowchart.
- C. Create an offer.
- D. Create a Campaign.

Correct Answer: B

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#### QUESTION 4

Who is the owner of a campaign in Unica Campaign if the campaign is linked to a project?

- A. User who clicked Create Linked Campaign.



- B. User who created the Project.
- C. Administrator must assign an owner.
- D. Last user to edit the campaign is assigned as owner.

Correct Answer: A

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#### 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

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