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QUESTION 1

In a Unica Campaign flowchart, what method does a customer use in the Audience process in order to avoid sending duplicate mailings to the same household?

A. Switching

B. Mapping

C. Segmentation

D. Filtering

Correct Answer: D

QUESTION 2

In Unica Campaign, after a flowchart process executes, how is an error indicated during the run of a process?

A. Green X in the Process Type icon

B. Process box isgrayed out

C. A dialog box appears with an error message

D. Red X in the Process Type icon

Correct Answer: D

QUESTION 3

In Unica Campaign, what tab/sheet do campaign managers or campaign designers use to plan out whom to contact, which offers to extend to them, and which groups will be designated as tests/controls?

A. Financials Tab

B. Offer Tab

C. Analysis Tab

D. Target Cell Spreadsheet

Correct Answer: D

QUESTION 4

In Unica Campaign, a customer creates a Segment called Loyal Core. Where does the customer need to navigate to in order to view the Segment details?

A. Go to Campaign > Segments >

B. Go to Campaign > Offers

C. Go to Campaign > Sessions

D. Go to Campaign > Summary

Correct Answer: A

QUESTION 5

Which Unica Campaign process controls the actual execution of completed Campaigns, including managing and generating output of contact lists, assigning offers to target audiences, tracking contacts, logging of data, and scheduling of Unica Campaign or Session runs?

A. Execution/Run

B. Analytical/Optimization

C. Data Manipulation

D. Cube

Correct Answer: A

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