



000-M96^{Q&As}

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QUESTION 1

Which Unica Campaign process divides incoming cells into sub-groups (sub-cells) based on a percentage or an actual number?

- A. Segment
- B. Sample
- C. Select
- D. Extract

Correct Answer: B

QUESTION 2

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 3

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 4

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

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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