



000-M96^{Q&As}

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QUESTION 1

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 2

In Unica Campaign, where does a customer create custom offer attributes?

- A. Shared Attributes Settings
- B. Template Settings
- C. Configuration Settings
- D. Campaign Settings

Correct Answer: D

QUESTION 3

In Unica Campaign, a retail company wants to create an offer that provides discounts for each department with its retail stores. The retailer wants to create a single offer that always contains the same discounts. What type of offer list does the retailer need to create?

- A. static offer
- B. smart offer
- C. base offer
- D. parameterized offer

Correct Answer: A

QUESTION 4

In Unica Campaign, how does response history relate to audience levels?

- A. The response history tables reference the audience tables.



- B. The only relationship is through the contact history.
- C. There is no relationship between the two.
- D. Each audience level has its own related response history table in the database.

Correct Answer: D

QUESTION 5

In Unica Marketing Operations, what happens if a person who is assigned to the required approver role does not respond to an Approval request even though all other assigned Approvers have responded?

- A. The Approval can be completed without the required Approver's response if the person sending out the approval request decides the approval is not needed.
- B. The person sending out the Approval request needs to override the need for an Approver's response.
- C. The Approval is not completed until all required Approvers respond.
- D. The required Approver can override the need to send an approval for a specific request.

Correct Answer: C

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