



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

IBM Unica Enterprise Campaign Technical Mastery Test V1

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#### QUESTION 1

If you are using Unica Campaign with more than one partition, what must a customer do to configure the IBM Cognos Reports Package?

- A. The Reports Package does not support multiple partitions.
- B. Configure once for all partitions.
- C. Install Cognos on a separate server.
- D. Configure for each partition.

Correct Answer: D

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#### QUESTION 2

What information is used to determine if response data in Unica Campaign should be recorded?

- A. ID information
- B. Response codes
- C. Attributes of Interest
- D. Attributes of Interest, ID information, and Response codes

Correct Answer: D

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#### QUESTION 3

What Unica Campaign flowchart process type does a customer use to build an output file of customers who were suppressed because they had opted out of marketing communications (and where no marketing offer is needed)?

- A. Mail List
- B. Snapshot
- C. Call List
- D. Extract

Correct Answer: B

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#### QUESTION 4

What two processes are considered contact processes in Unica Campaign?

- A. Mail List and Snapshot



- B. Snapshot and Extract
- C. Call List and Mail List
- D. Call List and Extract

Correct Answer: C

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#### QUESTION 5

Where does a user define triggers in Unica Campaign?

- A. Open the flowchart in Edit mode and select Admin.
- B. View the flowchart in View mode and select Run.
- C. Open the flowchart in Edit mode and select Options.
- D. Go to the Summary tab of the campaign.

Correct Answer: C

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