C2080-470 Q&As

IBM Unica Campaign V8.5

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QUESTION 1

A user is configuring a response flowchart for campaign where it has collected all its responses and their attributes in a single table for logging to response history. What table methodology would satisfy the above condition?

A. Action Table

B. General Table

C. Dimension Table

D. Base Record Table

Correct Answer: A

QUESTION 2

An administrator is responsible for setting up triggers for use with Unica Campaign and third party systems. The administrator creates a synchronous outbound trigger that runs an external third party scoring mechanism. The specialist needs to wait for the resulting scores to be produced before continuing to run the flowchart. The name of the trigger is RunScoreProgram. What is the correct syntax to define that this is a synchronous trigger?

A. RunScoreProgram /

B. RunScoreProgram ?

C. RunScoreProgram $

D. + RunScoreProgram

Correct Answer: B

QUESTION 3

Which of the following does NOT contain important inputs to gather for sizing an initial Campaign hardware and database size installation?

A. Contact History use; Output preservation period

B. Expected CPU utilization; Actual flowchart file sizes

C. Expected number of users; whether "In Database Processing" will be used

D. Number of planned concurrent users; Whether "Strategic Segments" will be used

Correct Answer: B

QUESTION 4

A customer has been frustrated with the inflexibility with their current Unica Campaign solution. it involves many hours of repetitive data entry work. Campaign\\'s current configuration does not reflect how the customer actually does business. Most importantly, 95% of every attribute is a hidden static offer attribute which causes a time-consuming and repetitive workflow. What recommend changes will eliminate much of the repetitive work required for the customer\\'s offer?

A. Use the Campaign\\'s target Cell Spreadsheet (TCS) in a top-down method. Define the Target Cells and offers, and then add the flowcharts and assign the target cells as needed.

B. Parameterize offer attributes in the template so the attribute default value can be changed depending on the created offer. Finally, when the offer containing the parameterized attributeis associated with a cell in a flowchart, the user can accept or change the default value entered for the offer.

C. Redesign offer so they can moved from static offer to a smart offer list. Set up the smart offer lists to be the contents of a particular folder, then the customer can simply add or remove offers to and from that folder to modify the offers given out each time a Campaign is run.

D. Redesign offer so they are more useable. Separate the offer attributes and identify whichattributes can become cell level attributes which can be managed through a campaign TCS. Increase the use of parameterized offer attributes to allow for easier administration of offers and increased usability.

Correct Answer: D

QUESTION 5

A specialist needs to remove some lingering temp tables. Which Unica Campaign V8.5 utility should be used?

A. unica_acsvr

B. unica_svradm

C. unica_acclean

D. unica_acsesutil

Correct Answer: C

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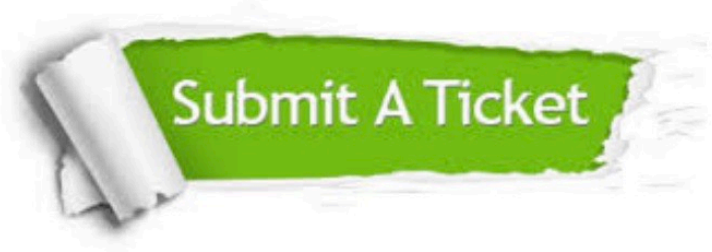

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