



C2080-470^{Q&As}

IBM Unica Campaign V8.5

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QUESTION 1

The specialist needs to upgrade Unica Campaign pre-7.x to Campaign 8.5.x. What is the correct upgrade process?

- A. Install to a new location, then run the upgrade script.
- B. Install to a new location, then run the migration scripts.
- C. Install to the same location, then run the upgrade script.
- D. Install to the same location, then run the migration scripts.

Correct Answer: B

QUESTION 2

A user is designing a Campaign flowchart. The user wants to retrieve and use a derived field which was saved in a previous Campaign. Which of the steps below is correct to achieve this task?

- A. The user cannot retrieve derived field expressions saved in other Campaigns.
- B. Search the previous Campaign and copy the required derived field expression.
- C. Retrieve the expression from the Stored Derived fields directory from the Options menu.
- D. Retrieve the expression from the Stored Derived fields directory in a Select process box.

Correct Answer: D

QUESTION 3

A table Customer_master contains 1000 customer_ids. A select box was created and all the customer_ids from the table were selected. However, when the select box was run, the output cell contained only a fraction of the total customers. When a test query was performed in the above mentioned select box, all 1000 customers were selected. What could be cause of this issue?

- A. Global suppression.
- B. The Select process was not configured properly.
- C. The table mapping of Customer_master are out-of-date.
- D. Incorrect audience level has been chosen for the Customer_master table.

Correct Answer: A

QUESTION 4

A specialist creates a numeric user variable called MinBalance and assigns an initial value of 100 to it. The specialist



wants the Select process to return all IDs where the mapped field AccountBalance is greater than MinBalance. What is the correct syntax to use?

- A. MinBalance
- B. AccountBalance > MinBalance
- C. AccountBalance > UserVar.MinBalance
- D. AccountBalance is GT than UserVar.MinBalance

Correct Answer: C

QUESTION 5

In a Unica Campaign deployment, there is a use case to check custom validation logic (valid vs. optional) for the campaign extended attributes at the time of campaign creation. Which Campaign feature will help accomplish this requirement?

- A. Security Policies
- B. Unica Campaign Triggers
- C. Unica Campaign Web Services API
- D. Unica Campaign Validation Plug-in Developer's Kit (PDK)

Correct Answer: D

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