



# C2080-470<sup>Q&As</sup>

IBM Unica Campaign V8.5

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### QUESTION 1

A company's users have been accessing Unica Campaign reports as part of the Unica implementation. Now the administrator must change the database and Unica account passwords since their company security policy requires this change every 90 days. What must an administrator do to ensure that users can continue to run Campaign reports after the password changes?

- A. No further action is required, users can access Campaign reports again without any security issues.
- B. Log into the Unica Platform as the Unica administrator and update all user accounts to reflect the changed database/IBM Unica account passwords.
- C. Log into the Unica Platform as the Cognos administrator and update all user accounts to reflect the changed database/IBM Unica account passwords.
- D. Log into the Unica Platform as the Cognos administrator and update the cognos\_admin user account to reflect the changed database/IBM Unica account passwords.

Correct Answer: D

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### QUESTION 2

A specialist runs a flowchart containing an Optimize process box. Which table is populated when this occurs?

- A. Contact History Table
- B. Detailed Contact History Table
- C. Proposed Contacts Table (PCT)
- D. Optimized Contacts Table (OCT)

Correct Answer: C

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### QUESTION 3

A customer wants to use a mapped table in a flowchart which can only be written to and not selected from. What kind of table BEST suits this purpose?

- A. A base table.
- B. A general table.
- C. A dimension table.
- D. A mapped table based on a flat file.

Correct Answer: B

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#### QUESTION 4

The specialist is upgrading a multiple partition installation from 8.x to 8.5 What is the correct method to upgrade a multi-partition environment?

- A. Run the migration for each partition.
- B. Run the upgrade script for each partition.
- C. Run the upgrade script once for all partitions.
- D. Run the migration once for all the partitions.

Correct Answer: B

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#### QUESTION 5

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 attribute is 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 which attributes 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

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