



Vendor: IBM

Exam Code: P2080-096

Exam Name: IBM Unica Enterprise Campaign Technical
Mastery Test v1

Version: DEMO

QUESTION 1

How does a customer view log files for a Unica Campaign flowchart?

- A. Open the flowchart in Edit mode and select Options and the View Log.
- B. Log files can only be viewed by administrators.
- C. Navigate to the Analytics menu and run the Log File report.
- D. While viewing the flowchart in View mode, select Run > View Log.

Answer: A

QUESTION 2

What happens if a customer disables integration between Unica Campaign and Unica Marketing Operations?

- A. All campaigns will be disabled.
- B. Customers cannot disable the integration between Unica Campaign and Unica Marketing Operations.
- C. Customer must reinstall Campaign.
- D. Integrated version reverts to standalone Unica Campaign.

Answer: D

QUESTION 3

In Unica Campaign response tracking, how does the application handle response attribution if attribute values do not match values in the offer, or, the attribute value is not available, even if the customer provided a response?

- A. Does not count as a response.
- B. Counts as a response.
- C. Counts as a partial response.
- D. Counts as an inferred response.

Answer: A

QUESTION 4

In Unica Campaign, what is a single marketing communication or message called that you assign to a cell and send to targeted groups?

- A. Offer
- B. Campaign
- C. Response
- D. Segment

Answer: A

QUESTION 5

In Unica Campaign, in order to schedule a flowchart (using the flowchart schedule process), what mode do you need to be in?

- A. Edit
- B. Run
- C. View
- D. Schedule

Answer: C

QUESTION 6

In Unica Campaign, what segment type is a reusable list of contacts (such as customers, accounts, or households) that you can use in the Select process as input?

- A. Template
- B. Flowchart
- C. Smart Chart
- D. Sample

Answer: C

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