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QUESTION & ANSWER

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Exam : **P8010-096**

Title : IBM Unica Enterprise Campaign Technical Mastery Test V1

Version : DEMO

1.In Unica Campaign, where do you navigate to access the Advanced Settings that allow you to manage some Unica Campaign settings and server optimization features.?
A.Go to the Summary tab of the campaign.
B.Open the flowchart in Edit mode and select Options.
C.View the flowchart in View mode and select Run.
D.Open the flowchart in Edit mode and select Admin.
Answer:D

2.What key concept in Unica Campaign provides a collection or set of one or more tasks, or processes, that Unica Campaign executes to specify and select the desired target(s) of a customer's marketing campaign and, optionally, assigns offers, outputs data and tracks responses?
A.Offer
B.Campaign
C.Flowchart
D.Session
Answer:C

3.Which Unica Campaign process defines the criteria to locate a set or group, such as a list of customers, from a customer's marketing data?
A.Select
B.Audience
C.Merge
D.Sample
Answer:A

4.What type of data table in Unica Campaign contains information that augments a base table; for example, demographics, accounts belonging to a customer, order transactions belonging to a customer?
A.Base record table
B.Dimension table
C.General table
D.Active record table
Answer:B

5.For Unica Campaign, what prefix is used for system tables?
A.UARC_
B.DBO_
C.UA_
D.SYS_
Answer:C