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**HCLSoftware Certified Unica Campaign Business
Administrator 12.1**



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Product Version

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Latest Version: 6.0

Question: 1

What is the best practice for defining flowchart variables for large campaigns?

- A. Use only system-defined variables
- B. Create a unique variable for every node
- C. Minimize variables and reuse them across flowcharts
- D. Avoid mapping variables to recipient attributes

Answer: C

Question: 2

Why would an organization deploy multiple Campaign Engines?

- A. To allow end users to log in from multiple devices
- B. To balance load and improve performance
- C. To monitor campaigns from multiple Director consoles
- D. To synchronize flowcharts across multiple databases

Answer: B

Question: 3

Scenario: A global marketing campaign is about to launch across multiple regions with different languages. The administrator notices that some recipients are receiving offers in the wrong language. Flowcharts are executing, but the language variable mapping appears inconsistent.

Which two actions should the administrator take?

(Choose two)

- A. Verify language variable assignments in the flowchart
- B. Restart the Campaign Engine
- C. Update offer templates to reference the correct language variable
- D. Adjust Director console refresh frequency

Answer: A,C

Question: 4

Which action ensures that only authorized users can access Unica Campaign data?

- A. Assign proper user roles and permissions
- B. Enable Director console logging
- C. Increase campaign engine threads
- D. Configure flowchart variable defaults

Answer: A

Question: 5

How can conditional logic in flowcharts influence campaign execution?

- A. Configures database replication schedules
- B. Assigns offers automatically to segments
- C. Updates the Campaign Director console theme
- D. Determines recipient paths based on variable values

Answer: D

Question: 6

Which two actions help optimize flowchart performance across multiple campaigns?
(Choose two)

- A. Simplify conditional branching
- B. Use preloaded variables instead of frequent lookups
- C. Increase database replication intervals
- D. Modify Director console color scheme

Answer: A,B

Question: 7

Scenario: During a large-scale campaign, the flowchart execution slows significantly. Analysis shows multiple nested conditional branches and frequent variable lookups. Which two strategies should the administrator implement to improve performance?
(Choose two)

- A. Simplify conditional branching and minimize nested logic
- B. Optimize variable definitions for quick access
- C. Increase Director console monitoring intervals
- D. Disable campaign logging temporarily

Answer: A,B

Question: 8

When defining a campaign trigger, which settings ensure accurate execution timing?
(Choose two)

- A. Trigger type and scheduled start time
- B. User role assignments
- C. Flowchart association and trigger conditions
- D. Campaign database location

Answer: A,C

Question: 9

Scenario: An administrator notices that newly added offers are not being applied to certain flowcharts. Logs indicate missing variable definitions. Which two actions should be taken to resolve this issue?
(Choose two)

- A. Change user access permissions in Director
- B. Update offer templates to reference the correct variables
- C. Restart the Campaign Director
- D. Define the missing variables in the flowchart

Answer: B,D

Question: 10

Why is it important to test campaign triggers before full deployment?
(Choose two)

- A. To ensure correct flowchart execution timing
- B. To validate database replication schedules
- C. To check Director console alert settings
- D. To verify that offers are sent to intended recipients

Answer: A,D

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