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HCL-UNC-DES-121

HCLSoftware Certified Unica Campaign Designer 12.1



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Product Version

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Latest Version: 6.0

Question: 1

When configuring HCL Unica Campaign to access external customer data, which component is used to define the relationships and schema structure of available tables?

- A. Audience Process Box
- B. Table Mapping Configuration
- C. Flowchart Macro Editor
- D. Contact History Snapshot

Answer: B

Question: 2

Within the HCL Unica Campaign application, how are standard reports customized for individual business requirements?

- A. By editing report specification XMLs or templates
- B. Through flowchart scripting
- C. Via UI-based personalization panels
- D. Using delivery logs and external report builders

Answer: A

Question: 3

What are typical activities involved in Housekeeping within the Unica Platform environment?
(Choose two)

- A. Archiving outdated logs and session data
- B. Purging unused temporary tables from the system
- C. Resetting campaign workflows to their initial state
- D. Exporting flowchart outputs automatically to data warehouses

Answer: C,D

Question: 4

When configuring the Unica Marketing Suite for deployment, which module is mandatory to install and configure first before any other product components?

- A. Unica Platform
- B. Unica Plan
- C. Unica Campaign
- D. Unica Interact

Answer: A

Question: 5

How are strategic segments promoted for use across different partitions in a multi-tenant Unica environment?

- A. They are linked directly to delivery channels and then inherited globally
- B. They are exported manually as XML files and imported into other modules
- C. They are published via the Segment Promotion Tool from within the Unica Platform
- D. They are embedded into offer templates and made available to all campaigns

Answer: C

Question: 6

A company wants to ensure that old campaign run history data is removed every 90 days. Where can this be automated within the Unica ecosystem?

- A. In the housekeeping schedule under Platform Configuration
- B. Through response tracking in Campaign
- C. Inside user variables in the flowchart
- D. Within the Delivery channel settings

Answer: A

Question: 7

Why is it necessary to configure the Audience Level during table mapping in HCL Unica Campaign?

- A. To define the execution priority of campaign flowcharts in a distributed environment
- B. To specify the granularity at which campaign segmentation and tracking occur (e.g., Customer, Account)

- C. To automatically generate response history reports
- D. To restrict access to strategic segments for security compliance

Answer: B

Question: 8

During campaign execution, which two outputs are generated from a flowchart run for monitoring and diagnostics?
(Choose two)

- A. Strategic Segment status reports
- B. Process Box output tables
- C. Detailed Run Logs for each step
- D. Campaign Offer Feedback reports

Answer: B,C

Question: 9

Which component of HCL Unica Campaign is primarily responsible for interacting with external systems to import and export customer or transaction data for campaign processing?

- A. Flowchart Process Boxes
- B. Data Source Connectors
- C. Campaign Schedule Manager
- D. Offer Template Repository

Answer: B

Question: 10

In HCL Unica Campaign, which process box is best suited for selecting audience data based on defined filtering criteria?

- A. Snapshot
- B. Merge
- C. AudienceID
- D. Select

Answer: D

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