

HCLSoftware Certified Expert Designer – Unica Campaign 12.1 Certification Exam Guide

Introduction

This **intermediate level** exam certifies that the successful candidate has a profound understanding of HCL Unica Campaign 12.1. The successful candidate must demonstrate knowledge of HCL Unica Campaign functionality. They must understand how to build, execute and analyze marketing campaigns and troubleshoot when errors occur. They understand data sources

The Campaign Designer is self-sufficient and is able to perform the tasks involved in this role without assistance from peers and vendor support services. The Campaign Expert Designer has the knowledge and skills to perform these tasks independently. In addition, they should have the knowledge to lead others in building, executing and analyzing marketing campaigns.

Recommended Skills

- Detailed knowledge of terminology used within HCL Unica Campaign
- Deep level understanding of operating HCL Unica Campaign
- Capable of building, executing and troubleshooting flowcharts
- Familiar with error messages and resolution techniques
- Knowledge about installation and configuration settings in HCL Unica Campaign
- Knowledge about all process boxes available in flowcharts
- Familiarity with data manipulation techniques available in HCL Unica Campaign
- Capable of validating, testing and reporting on flowcharts
- Able to assist and lead others in their marketing automation efforts
- Generate and analyze reports to assess input data and campaign effectiveness

Exam Format

- Multiple choice – one correct response out of four choices
- Multiple Response – two or more correct responses out of four choices
- Number of questions: 60; divided in 36 simple questions with 1 point per correct answer, 18 more difficult questions with 2 points per correct answer and 6 complex questions with 3 points per correct answer
- This results in a possible maximum score of 90 points
- Passing score: 70% (63/90 points)
- Exam duration: 90 minutes

Unanswered questions are scored as incorrect; there is no penalty for guessing.

Exam Results

The HCLSoftware Certified Expert Designer – Unica Campaign 12.1 (HCL-UNC-EXDES-121) certification exam is a pass or fail exam. The exam is scored against a minimum standard established by HCLSoftware subject matter experts who follow certification industry best practices and guidelines.

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The exam is scored based on a Sum of Scores which is then converted into a percentage to determine pass or fail. The sum of scores is achieved by weight assigned to each individual question based on level of complexity. The minimum score required to pass the exam is 63 out of a total 90, which is 70%.

Your score report could contain a table of exam competencies that illustrate your performance for each of the areas that were tested. This information is intended to provide general feedback about your exam performance and help you determine the areas where further study might be required. You do not need to achieve a passing score for each competency area. You only need to pass the overall exam.

Exam Content

This exam guide includes competency areas and weightings for the exam as seen below.

This exam covers content specifically for HCL Unica Campaign 12.1.x.

Competency Area	% of Examination
HCL Unica Campaign Installation and Configuration	30%
HCL Unica Campaign: campaigns and flowcharts	30%
Database Connectivity and Queries	5%
Data sources	1%
Error Handling & Troubleshooting	29%
Flowchart Features	5%
TOTAL	100%

Competency Area 1: HCL Unica Installation and Configuration

- 1.1 Integrations
- 1.2 Configurations
- 1.3 Cloud Deployment

Competency Area 2: Campaigns and Flowcharts

- 2.1 Improving Flowcharts
- 2.2 Optimizing Flowcharts
- 2.3 Flowchart Settings
- 2.4 Reporting
- 2.5 Conflicting Flowchart Resolution

Competency Area 3: Database Connectivity & Queries

- 3.1 Database platforms
- 3.2 Connections to different databases

Competency Area 4: Data Sources

- 4.1 System Tables

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Competency Area 5: Error Handling & Troubleshooting

- 5.1 Logging
- 5.2 Error Resolution
- 5.3 Specific Error Messages
- 5.4 Settings to avoid Error messages

Competency Area 6: Flowchart Features

- 6.1 Derived Fields
- 6.2 Viewing running flowcharts

Exam Preparation Resources

It is recommended to utilize the following resources for the HCL Certified Expert Designer – Unica Campaign 12.1 Certification exam. These resources and additional training are not required before taking the exam but are highly recommended opportunities to learn from experts and expand on your knowledge.

- [Virtual Training Courses](#)
From HCL Software U, particularly relevant is the self-paced, or instructor-led HCL Unica Campaign Fundamentals course.
- [Product Documentation](#)
Of all Unica documentation, the Unica Campaign User Guide, Installation Guide and Administrator Guide are most relevant.

Exam Registration

Registration for this exam is available on the HCLSoftware U page that is located on the Pearson Vue website.
<https://home.pearsonvue.com/hclsoftwareacademy>