IBM Unica Campaign
Version 8 Release 6
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Release Notes

IBM

This edition applies to version 8, release 6, modification 0 of IBM Unica Campaign and to all subsequent releases and modifications until otherwise indicated in new editions.

Contents

Chapter 1. System requirements and compatibility

IBM® Unica® Campaign is part of the IBM Unica Marketing suite of products.

Campaign version 8.6.0 requires Marketing Platform 8.6.0.

Where to find complete system requirement and compatibility information

For a list of IBM Unica Marketing product versions compatible with this product, see the *IBM Unica Compatibility Matrix* and any other product compatibility documents posted under Documentation on the IBM Unica Product Technical Support website: (http://www.unica.com/about/product-technical-support).

For a list of third-party requirements for this product, see the *Recommended Software Environments and Minimum System Requirements* document. This file is posted under Documentation on the IBM Unica Product Technical Support website: (http://www.unica.com/about/product-technical-support). You can also access this document by selecting **Help > Product documentation** when you are logged in to IBM Unica Marketing.

Added support

Campaign version 8.6.0 added support for the following versions of third-party software.

Client Browsers
- Microsoft Internet Explorer 9 was added to the list of supported browsers.

Operating Systems

Campaign version 8.6.0 added support for the following operating systems.
- Solaris 11.1 (64-bit)
- RHEL 5.7 and 6.1 (64-bit)
- SLES 11.1 (64-bit)

Discontinued support

Campaign version 8.6.0 no longer supports the following versions of third-party software.

Table 1. Discontinued third-party software

Application Server	Operating System	System Table Database	User Table Database
WebLogic 9.2	SLES 9	DB2® 9.1	DB2 9.1
WAS 6.1	Windows Server 2003	SQL Server 2005	SQL Server 2005
	RHEL 4.x	Oracle 10.2	Oracle 10.2
	All 32-bit support		

Table 1. Discontinued third-party software (continued)

Application Server	Operating System	System Table Database	User Table Database
Report Server Cognos® 8.4			

Data migrations and upgrades

You can upgrade to Campaign 8.6.0 from Campaign version 7.x or later. For instructions, see the *Campaign Installation Guide*.

If you are using a version prior to 7.x, you must perform a data migration (you cannot upgrade directly to v8.6.0). For instructions, see the *Campaign Data Migration Guide*.

Chapter 2. New features and changes in version 8.6.0

This section describes new features and changes introduced in Campaign version 8.6.0.

IBM Coremetrics® online segment integration

Organizations that have IBM Coremetrics can use online segments from IBM Coremetrics in a Campaign flowchart. When the integration is configured, Campaign users can select IBM Coremetrics-defined segments in a Select process box when building a campaign.

The following configuration settings were added to support this functionality:

- **Campaign | partitions | partition[n] | server | internal | UC_CM_integration**: Enable online segment integration for the selected partition.
- **Campaign | partitions | partition[n] | Coremetrics**: Configure online segment integration for the selected partition.
- **Access Coremetrics Segments (Settings > User Roles & Permissions > Campaign > Partition[n] > Global Policy)**: Specify which Campaign users can use IBM Coremetrics segments in flowcharts.

Additionally, **Single sign-on (SSO)** can be configured so users can navigate seamlessly between IBM Unica Marketing and IBM Coremetrics.

For information, see the following documents:

- To configure SSO: See the *IBM Unica Marketing Platform Administrator's Guide.*
- To configure online segment integration: See the *IBM Unica Campaign Administrator's Guide*.
- To use online segments in a Select process: See the *IBM Unica Campaign User's Guide.*

Session timeout

The session timeout is now set using the web application server console. In previous releases, the session timeout was adjusted by modifying the Campaign web.xml file. For more information, see the *IBM Unica Campaign Installation Guide*.

Enhancements to custom attributes

Administrators have more control when defining custom attributes for campaigns, offers, and cells:

- Ability to control the sort order of drop-down values for Select boxes. (ENH09359)
- Ability to specify a default value for the attribute. (ENH09297)
- Ability to require a value for a custom attribute by making it Mandatory. (ENH09298)

For more information, see the *Campaign Administrator's Guide*.

CreativeURL attribute lets you relate a Marketing Operations asset to a Campaign offer (ENH11562)

A new standard attribute (CreativeURL) provides the ability to relate a digital asset from Marketing Operations to an offer in Campaign.

- For prerequisites and configuration instructions, see the *Campaign Administrator's Guide*.
- For instructions on how to use digital assets in campaigns, see the *Campaign User's Guide*.

Note: If you migrated from 6.4 to any version of 7.x through 8.5, and you are now upgrading to 8.6, please see the note about upgrade scenarios in *Known Limitations*.

New macro ADD_MONTHS (ENH04423)

A new macro, ADD_MONTHS, adds the specified number of months to the specified date and returns a date. For example, ADD_MONTHS(12, '06-25-11') adds one year (12 months) to the specified date and returns the date 06-25-12. For details, see the *IBM Unica Macros for IBM Unica Marketing User's Guide*.

Ability to scan databases using unica_acclean with ASMSaveDBAuthentication=FALSE (ENH11141)

Command-line options have been added to the cleanup utility (unica_acclean) to allow the user to specify a username and password for any number of data sources. These options can be used to override the credentials stored in Marketing Platform or to provide authentication for data sources whose ASMSaveDBAuthentication is set to FALSE. For information, see the *Campaign Administrator's Guide*

Total of all records is displayed in the Segment Crosstab report (ENH11325)

A Segment Crosstab report (with cell values: Count) for any Cube process box now shows the Total of all records.

unica_svradm CONNECT command supports SSL

The CONNECT command in the Campaign Server Manager utility (unica_svradm) includes a new option [-S] when specifying a port. If a port is specified using the -p option, you can also include -S to indicate that an SSL connection should be established.

CreateSeg process session_name.__# files now created optionally (ENH10697, INC61600)

A CreateSeg process will now pull its IDs to the analytic server from a database table only in situations where the Configuration | Campaign | partitions | <partition #> | server | optimization | doNotCreateServerBinFile property is set to FALSE, or when the UA_SegMembership table is mapped for the relevant audience level.

IBM Unica product language support

With this IBM Unica release, virtually all of the product documentation, as well as the product user interfaces, is available in the following languages:

- Brazilian Portuguese
- English
- French
- German
- Italian
- Japanese
- Korean
- Simplified Chinese, including compliance with GB18030 requirements
- Spanish

See the *IBM Unica Marketing Platform Administrator's Guide* for information about setting locale preferences within your IBM Unica product.

Note: Use of the **Help** menu to open the online help and other documentation uses the locale setting to display the documentation in the matching language automatically, where available.

Chapter 3. Fixed defects

This section lists defects fixed in Campaign 8.6.0, sorted by defect number.

Table 2. Campaign fixed defects

Issue ID	Description
DEF007652	Cell Crosstab Report does not show NULL Values if they exist in the data.
DEF010207	Updating CH table mapping does not update existing Mail List process boxes. Newly created processes reflect changes but existing processes do not.
DEF012289	Running session with svradm does not update GUI view. The GUI shows check marks of completed processing, but does not show the running people on the running process boxes.
DEF026034	Trigger folders in Mail List and Schedule processes not in alpha order (INC23552).
DEF034582	Order of inputs to an eMessage process box generates different SQL for OLT.
DEF040802	Presence of persistent derived fields alters calculations of other PDFs.
DEF054437	Upgrading causes the config.xml file to be overwritten so Listener cannot start.
DEF055116	Scheduler fails when user variable value has space.
DEF057504	Changing a folder name or campaign name causes scheduled flowchart failure.
DEF058737	Cannot delete Retired Offers.
DEF059835	`Collect flowchart data` in a Japanese (ja_jp) locale causes unica_acsvr server process to fail with Error 10404.
DEF059887	You cannot use the Automatic Database Update feature of the Campaign installer during a silent (unattended) installation.
DEF059889	When migrating a prior installation of Campaign to the current version, task 309 of Stage 3 fails if IBM Unica Interact is installed on the target setup.
DEF059901	Installing Campaign upgrade on UNIX may report errors for some invalid backup paths.
DEF060864	Output Cell Name - renamed Segment name not preserved.
DEF061156	Misinterpretation of field width when importing flat files.
DEF061216	Target Cells cannot be used as input for Audience processes.
DEF061320	Rogue row appears in TCS after 80 and 160 rows.
DEF061352	Delete Row in TCS when no row is selected opens the Campaign home page.
DEF061378	Wrong number of records when using 2 data sources, segment, a merge, and UseInDB. Segment processes configured to create mutually exclusive segments using tables from multiple data sources produced invalid output if in-DB optimization was enabled.
DEF061785	Old Extract temp tables are not dropped from Teradata data source.
DEF061819	Campaign 8.5 installation guide missing configuration steps for WebSphere®.
DEF061961	Campaign error when trying to save campaign name of more than 192 byte Multibyte character in Unicode.
DEF061962	Cell attribute on second save does not change update date in TCS.
DEF062055	Flowchart created from templates using original cell attribute values.

Chapter 4. Known issues

This section lists known issues in Campaign 8.6.0, sorted by defect number.

Table 3. Campaign known issues

Issue	Issue ID	Description
Message when running installer in UNIX console mode	NA	When running the installer in UNIX console mode, an informational message indicates that the installer `.bin` file was not found. You can ignore this message.
Unable to open flowcharts after migrating non-ASCII data	NA	After migrating non-ASCII data to Campaign 8.6, in some cases you cannot open campaign flowcharts on the target system. Session flowcharts open successfully. To work around this issue, remigrate the campaigns in overwrite mode. You can then open the flowcharts.
Date formats of Campaign Generated Fields in non-US locales always show in MM/DD/YYYY format	DEF15427, INC13930, INC14653, INC18663	The RunDate, CampaignEffectiveDate, and CampaignExpirationDate fields under Campaign Generated Fields show the date format in US format (MM/DD/YYYY) rather than DD/MM/YYYY for the following locales: British English, German, and French.
Export Crosstab Report to Excel generates Internet Explorer error	DEF010889	Error occurs when a Campaign Crosstab report with a large number of Bins processes data that contains a large number of unique values. Workaround is to use a smaller number of Bins.
INTEGER or BOOLEAN campaign or cell attributes cannot be edited after integration with Marketing Operations is disabled	DEF045780, DEF045790	This issue pertains to a Marketing Operations–Campaign integrated environment. This issue occurs if integration with Marketing Operations is later disabled. Campaign or cell custom attributes of type INTEGER or BOOLEAN created in Marketing Operations have the following limitations in Campaign, after the integration is disabled: • The value of these attributes cannot be viewed in Campaign (they are blank). • The value of these attributes cannot be edited in Campaign. These attributes contain the last published value from Marketing Operations and can be output/used as before even though their values cannot be viewed through Campaign. If you think that integration with Marketing Operations might later be disabled, avoid using any custom campaign or cell attributes of type INTEGER or BOOLEAN.
HTTP Session timeout while clicking Manage Table mapping	DEF053526, INC46363, INC47717	This issue occurs only for Weblogic versions 11g or 11gR1. The workaround involves extracting the `weblogic.xml` file from `Campaign.war`, adding a line, then repackaging it in `Campaign.war`. The workaround steps are documented in the *IBM Unica Campaign 8.6.0 Installation Guide*.
When issuing the command to change ownership of campaign objects using CHANGEOWNER, changes are not immediately visible in the system	DEF053978	Campaign supports changing ownership of all objects by an Administrator. If ownership of an object is changed, the change might not immediately be propagated throughout the system due to differences in cache settings. To have changes take effect immediately, stop the Campaign Listener and web app server, then restart the web app server and then the Listener.

Table 3. Campaign known issues (continued)

Issue	Issue ID	Description
eMessage process does not catch use of dimension tables in all derived fields	DEF054842	The eMessage process does not catch the use of dimension tables in all derived fields.
Confusing error message	DEF054873	This issue pertains to an integrated Campaign-Marketing Operations environment. This issue occurs if you create a campaign project using the Global policy for the linked campaign, then change the project security policy to an existing custom security policy that does not include `Edit Campaign` permissions, then update the linked campaign. The following error message occurs: "Error while updating the campaign: uacPolicyName attribute value (custompolicy) is invalid."
The import Product IDs feature accepts Product IDs with decimal values	DEF054974	The import Product IDs feature accepts Product IDs with decimal values. Product IDs with decimal values should not be allowed.
Certain folders are not backed up when upgrading to Campaign 8.x from Campaign 7.x	DEF055033	When upgrading to Campaign 8.x from any Campaign 7.x version, the `temp`, `_uninst`, and `_jvm`folders are not backed up by the installer.
Custom TCS attributes from two cells are not displayed correctly when used in two Select processes and profiled	DEF055107	In a linked campaign flowchart in an integrated Campaign-Marketing Operations environment, add two Select processes, each linked to a different cell and link both Select processes to a Mail List process. If you run the processes, then profile the custom TCS attributes in the Mail List process, the profile values of the TCS attributes are displayed for only one TCS cell.
Ownership change of a campaign or session can cause interactive flowchart and interactive session to fail.	DEF055155, INC65294	Changing the ownership of a campaign or session can cause the associated interactive flowchart and interactive session to fail.
Information related to associated products does not appear in offer on UMO side	DEF062333	When an offer created in Campaign with products associated with it is imported in Marketing Operations (UMO), information about associated products is not available in UMO.
Inconsistent error message about Campaign custom attribute format	DEF062527	The error message "Invalid Data Format attribute_name" for the wrong data format of a Campaign custom attribute should indicate what format is supported by the custom attribute.
The flowchart schedule fails if the flowchart is renamed or moved and it has one schedule completed.	DEF062623	The flowchart schedule fails with Error 701.
Response process box failure with a derived field assigned to a Response Date, for DB2.	DEF062846	When system tables are in DB2, the Response process fails to run if the Response Date is set to a derived field that returns a Date (but not a DateTime).
Incorrect error message if translation table is not mapped and Coremetrics segment is input.	DEF063391	If the translation table is not mapped, and a Coremetrics segment is selected as input for a Select process, an incorrect message says "No Input Selected". The error message should say that the Coremetrics table is not mapped.

Table 3. Campaign known issues (continued)

Issue	Issue ID	Description
If it was not mapped initially, the Coremetrics translation table is not available in the Segment process box.	DEF063392	No translation table or any other user table is available in the Segment process box, if the translation table was not mapped initially.
StackOverflow occurs when trying to edit the Selectbox-String attribute of an offer from TCS.	DEF063408	Create an offer that includes a custom attribute of Type Select String Box, which allows addition of list items from within edit forms. In the campaign Target Cell Spreadsheet (TCS), assign the offer to a cell. If you try to add or remove values, a "StackOverflow" occurs.
Numeric user variables accept multiple values in initial and current value.	DEF063429	Numeric user variables display incorrect values when multiple values are selected or entered for initial or current value (all values are appended). The workaround is to select or enter only a single value.
Unimportant upgrade log messages.	DEF063452 (DOC00681)	If you migrate from 6.4 to any version of 7.x through 8.5, then upgrade to 8.6, and "'creative URL" with id 15 exists in the UA_AttributeDef table, then the ac_upgrade.log records the following messages: "WARN upgradeTool.ACMigSysDBUpgradeTask [212] - SQL updated failed: Violation of PRIMARY KEY constraint 'PK__UA_AttributeDef__0519C6AF'. Cannot insert duplicate key in object 'dbo.UA_AttributeDef'. ERROR upgradeTool.ACMigSysDBUpgradeTask [82] - Error in execution of database upgrade task." You can ignore these messages.
Unable to edit asset attached to an offer through Campaign TCS, using CreativeURL.	DEF063496	Create an offer from Campaign using an asset attached with the Creative URL attribute. Create a campaign and in Target Cells and a Cell assign the offer to it. In the Assigned Offers column, click the offer, then preview and edit it. Click Browse Library and click anywhere in the window. "Stack Overflow at line :0" is displayed.
Error 5000 when clicking the My Asset link, using CreativeURL.	DEF063499	This error occurs when an asset is attached to an offer created from Campaign. Create an offer template with a Creative URL attribute and attach an asset by clicking Browse Library. Create an offer based on the template. Under the Creative URL attribute, click Browse, click an asset, and click the "My Asset" link. An error occurs.
Model process returns Error:14016 for non-English users.	DEF063521	The Model process in a flowchart fails to run if All Algorithms is selected by a user whose Platform language preference is non-English.
Dictionary file is not created if some cells are selected for "log to other destination".	DEF063533	Write records using "Log to other destination", select cells using "Select cell" button, and write to a "Flat File with data dictionary". The flowchart runs successfully but creates only a .dat file. The dictionary file (.dct) is not created.

Chapter 5. Known limitations

This section lists known limitations in Campaign 8.6.0, sorted by defect number.

Table 4. Campaign known limitations

Issue	Number	Description
The default value for a custom cell attribute does not appear when you open the Target Cell Spreadsheet.	NA	Although the default value is not initially displayed, it will be used. The value can be displayed or changed by clicking or opening and editing the custom cell attribute in the TCS.
Profiling a Unica Campaign Generated Field (UCGF) does not yield correct results.	NA	Some UCGFs have a value according to the cell or the offer being processed. For cell-related UCGFs, only the value associated with the first cell appears during profiling.
CreativeURL upgrade scenarios for older installations of Campaign	NA	The CreativeURL attribute was introduced in v6.4, discontinued in v7.x, and reintroduced in v8.6. Upgrade implications are as follows: • If you migrate from 6.4 to any version of 7.x through 8.5, and then upgrade to 8.6: After the migration and upgrade, there are two attributes in 8.6: ACx_CreativeURL and CreativeURL. Only the new CreativeURL attribute should be used. ACx_CreativeURL is retained only as a text attribute and does not provide CreativeURL functionality. • If you migrate directly from 6.4 to 8.6: If any existing offers have a value provided for CreativeURL, the migration tool copies the values to 8.6. • If you upgrade from a new installation of 7.x or later to 8.6: The upgrade tool adds the new attribute, CreativeURL.
Campaign does not support non-string data type drop-down values for campaign or offer custom attributes	NA	If you are migrating from a 6.x version or upgrading from a 7.x version and you have non-string data type drop-down values for campaign or offer custom attributes, remove the sections that contain these values from the unica_fldinfo.xml file on your source system before upgrade or migration. If you do not remove these values, they are likely to cause errors after upgrade or migration.
UA_UsrResponseType Name field cannot contain restricted string	NA	The UA_UsrResponseType.Name field cannot contain the string " ('" (which is <space><left parenthesis><single quote>)

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Table 4. Campaign known limitations (continued)

Issue	Number	Description
Use unique `TempTablePrefix` for each data source when mapping multiple data sources to same physical database	NA	If you mapped multiple data sources in Campaign to the same physical database, and you use the same `TempTablePrefix` for more than one of the data sources, when you use the cleanup utility to delete orphaned temp tables, it may falsely identify temp tables as orphaned, when they are in fact legitimate temp tables defined from a different Campaign data source. Any deleted temp tables will automatically be recreated when you rerun affected flowcharts, but as a best practice, use a unique `TempTablePrefix` for each data source when mapping multiple data sources to the same physical database. If the data sources defined in Campaign map to different schemas in the database, another solution is to ensure that the database user who runs the cleanup utility does not have privileges to drop tables in other schemas in the same database.
WebLogic 11g and AIX® 6.1 or higher	NA	If you use the combination of WebLogic 11g and AIX 6.1 or higher, a manual workaround is required to address classloading issues in WebLogic. The workaround involves removing the `xercesImpl.jar` file from the `Campaign.war` file, and repackaging it before deploying. Full details are included in the installation steps in the *Campaign 8.6.0 Installation Guide.*
Campaign will output an unparsable delimited file under some circumstances	DEF011010	When writing output to a delimited file, if the output contains any values that include both the delimiter and qualifier characters, the resulting output file will be invalid (unparsable).
Multi-field audience levels from IBM Unica CustomerInsight must be configured in Campaign to function with NetInsight visual selection	DEF042248	IBM Unica CustomerInsight supports only secondary audience levels that are defined with a single audience key field. Any multi-key audience levels are ignored for secondary audience levels, though they may be used for the primary audience level of an EasySet. If you want to use a multi-field audience level for analysis as a secondary audience level, you must combine the fields into a single unique identifier with an associated audience level definition.

Table 4. Campaign known limitations (continued)

Issue	Number	Description
CURRENT_DATE macro always includes the time component even if a format is specified	DEF041474	For all recommended databases, Campaign attempts to run the CURRENT_DATE macro in the database using a database-supported current time SQL call (for example, SYSDATE, GETDATE, DATE, or TODAY). In these cases, all parameters (including the format of the date) of this macro function are ignored and the output includes whatever is returned by the database (e.g., a time component may be included in the output). If this occurs and you want to return just the date or the date in a different format, you can write your own custom macro using raw SQL or use otherIBM Unica macros. For example: DATE_STRING(CURRENT_JULIAN( ), ...) In some cases, the CURRENT_DATE macro is run on the Campaign server (for example, if running against a flat file, against a non-recommended database with no equivalent SQL support, or if the Campaign macro expression cannot be resolved in the database). In these cases, all parameters are recognized and the output is returned in the selected format.
Warning prompt displays on Campaign Summary page after saving a flowchart	DEF045479	When you click **Save and Exit** on the flowchart page, you return to the Campaign Summary page. If you try to go to another page before Campaign has finished saving the flowchart, you might see a warning dialog prompting you to click **OK** to discard all changes. You can click either **OK** or **Cancel**; your flowchart pages will be saved.
Mapped table names with non-ASCII characters in DB2 and Oracle	DEF051097	In Campaign environments with DB2 or Oracle databases, when creating a new mapped table in a process configuration, the following conditions will cause Campaign to produce an error when you run the process: • If the table name you specify contains a combination of lowercase and non-ASCII characters. • If any data source properties that append a prefix to the table name (for example, TempTablePrefix) contain a combination of lowercase and non-ASCII characters. To work around this issue, if you want to use non-ASCII characters in a table name or in a data source prefix, use uppercase for all characters that have both uppercase and lowercase forms. For example, use FRANÇAIS rather than français.
IBM Unica Generated Fields in raw SQL not supported for Segment process	DEF052919	IBM Unica generated fields are not available in the Segment process, therefore UGFs in raw SQL are also not supported in the Segment process.
Response process fails to execute when TempTablePool=True and TruncateSQL is set	DEF052937	TempTablePool is not supported for DB2 system tables and should be set to FALSE for system tables in DB2.
Error profiling dimension tables in a process that takes output from an unexecuted Extract process	DEF053929	Error 1130 occurs on trying to profile fields of a dimension table mapped in an Extract process, and available as a join in a subsequent process, if the Extract process has been configured but not executed. To work around this issue, run the Extract process before profiling fields in subsequent processes.

Table 4. Campaign known limitations (continued)

Issue	Number	Description
Non-existent or deactivated user IDs can be specified as the owners for objects	DEF053932, DEF053933	Non-existent or deactivated user IDs can be specified as the owners for objects, using the `CHANGEOWNER` syntax in `unica_svradm`.
Set autocommit to "true" on system table databases, if running ac_populate scripts manually	DEF058955	Due to changes in how the ac_populate scripts work, you must set auto-commit to true in your database settings. This is required only if you run the scripts manually following installation. For some databases, "true" may be the default setting, but you should verify the setting before installing your IBM Unica products. See your database documentation for instructions on setting this value.

Chapter 6. Campaign Reports Package

The Campaign Reports Package delivers reporting schemas that you can use to track campaign, offer, and cell performance.

To use the Reports Package, Campaign must be integrated with IBM Cognos.

The Campaign Reports Package contains the following items:

- Schemas that are registered with Marketing Platform during installation. They describe the attributes and metrics that represent the product's reporting schema and include:
  - Base schemas that are the basis of the reporting schema (with no custom attributes)
  - Custom versions of most of the base schemas that rely on the preconfigured custom attributes for Campaign
  - Templates that you can use to create new schemas
- IBM Cognos customizable model and reports to be deployed on an IBM Cognos BI Server
- Reference documentation that describes the IBM Cognos model and the reports. Documentation can be found in the directory `ReportsPackCampaign\cognos10\CampaignDocs`.

The Campaign reports retrieve data from one data source: the Campaign system tables.

Reporting Schemas

The following reporting schemas are provided:

- Campaign Views provides the standard attribute views of the Campaign system tables (campaign, offer, cell, and so on).
- Campaign Custom Attributes is for reporting on custom attributes of campaigns, offers, and cells.
- Campaign Performance is used by reports that display performance measurements starting at the campaign level over all time or various periods of time (days, months, and so on).
- Offer Performance is used by reports that display performance measurements starting at the offer level over all time or various periods of time (days, months, and so on).
- Campaign Offer Response Breakout is used by reports that show campaign and offer responses based on response types.
- Campaign Offer Contact Status Breakout is used for measurement of campaign and offer contacts based on contact status.

The custom schemas extend the last five of the listed schemas to include the default, preconfigured response types, custom attributes, and so on.

Templates

If you have additional audience levels, you can create additional reporting schemas for them with the following templates:

- Campaign Custom Attributes
- Campaign Performance
- Offer Performance
- Campaign Offer Response Breakout
- Campaign Offer Contact Status Breakout

Reports

The reports package contains Cognos example reports that can be accessed from the Analytics menu or the Analysis tab for a campaign or offer. Reports can also be displayed in portlets on the Dashboard.

The following Campaign-specific example reports are available from the Campaign Analysis tab:
- Campaign Detailed Offer Response Breakout
- Campaign Financial Summary by Offer (Actual)
- Campaign Offer Performance by Month
- Campaign Performance Summary by Cell
- Campaign Performance Summary by Cell with Revenue
- Campaign Performance Summary by Offer
- Campaign Performance Summary by Cell and Offer
- Campaign Performance Summary by Cell and Offer (with Revenue)

The following Offer example reports are available from the Offer Analysis tab:
- "What If" Offer Financial Summary
- Offer Performance by Day
- Offer Performance Summary by Campaign

The following cross-object example reports include information about multiple objects in Campaign. These reports are available from the Campaign Analytics page.
- "What If" Offer Financial Summary
- Campaign Detailed Offer Response Breakout
- Campaign Financial Summary by Offer (Actual)
- Campaign Offer Performance by Month
- Campaign Performance Comparison
- Campaign Performance Comparison (with Revenue)
- Campaign Performance Comparison by Initiative
- Campaign Performance Summary by Cell
- Campaign Performance Summary by Cell (with Revenue)
- Campaign Performance Summary by Cell by Initiative
- Campaign Performance Summary by Offer
- Campaign Performance Summary by Offer (with Revenue)
- Campaign Performance Summary by Cell and Offer
- Campaign Performance Summary by Cell and Offer (with Revenue)
- Campaign Summary
- Offer Campaign Listings
- Offer Performance by Day

- Offer Performance Comparison
- Offer Performance Metrics
- Offer Performance Summary by Campaign

The following Campaign-specific example report portlets are available on dashboard pages:
- Campaign Response Rate Comparison
- Campaign Return on Investment Comparison
- Campaign Revenue Comparison by Offer
- Offer Response Breakout
- Offer Response Rate Comparison
- Offer Responses for Last 7 Days

Backwards-compatibility notes for the Campaign Reports Package

This section lists differences between the current Campaign Reports Package and previous versions.

Cognos version compatibility (Cognos 8.4 to 10.1.1)

IBM Cognos 10.1.1 is required for use with Campaign version 8.6.0. Campaign version 8.6.0 no longer supports Cognos 8.4. When you installed or upgraded Campaign, a `cognos10` folder was created. All newly installed reports are in this folder. If you upgraded from a previously installed version of Campaign that included Cognos, your existing `cognos8` folder remains intact, and it contains any reports that you created or modified before the upgrade. To use these reports, you must convert them to Cognos 10 format and save them in the new `cognos10` folder. For related information, see the *IBM Unica Marketing Platform Release Notes* and the *IBM Unica Marketing Platform Installation Guide*.

Installation directory name (Campaign 7.x to 8.x)

The default installation directory name of the Campaign Reports Package 8.x.0 is `ReportsPackCampaign`. In 7.5.x versions of the reports package, the default directory name is `ReportsPacksCampaign`. When upgrading from a 7.5.x version of the reports package, the version 8.x installer does not detect the existence of the 7.5.x version. Therefore, it performs a new install of the reports package rather than upgrading the 7.5.x version. After performing the version 8.x installation, delete the 7.5.x installation directory.

New features in the Campaign Reports Package
New Campaign reports (ENH11085)

Two new reports are available for use with Campaign. For information, see the *Campaign User's Guide*.
- Campaign Performance Summary by Cell and Offer
- Campaign Performance Summary by Cell and Offer (with Revenue)

Known issues in the Campaign Reports Package

This section lists known issues in the IBM Unica Campaign Reports Package version 8.6.0, sorted by defect number.

Table 5. Campaign Reports Package known issues

Issue	ID	Description
Additional legend item displayed on Offer Performance by Day dashboard report	DEF044226	On the Offer Performance by Day dashboard portlet report, an additional, unlabeled item appears in the legend when the report contains dates with no corresponding offers.
Reports folder permissions are synchronized for multiple partitions	DEF045222	When a Campaign administrator attempts to synchronize reports folder permissions for a single partition in a multi-partition Campaign environment, the synchronization occurs across all partitions, even if there is a separate ReportSystem role for each partition. **Note:** The synchronization of folders that do not belong to the current partition does not cause authorization problems.
Reports Pack ZIP file from 7.5.1 remains after upgrade	DEF046854	After upgrading to the Campaign Reports Package 8.1.1 from version 7.5.1, the ZIP file for the 7.5.1 reports pack remains in the `<Unica_Platform_Home>/<Reports_Pack_Home>/cognos8` directory. This file is no longer needed after the upgrade; you can delete it.
Offer Performance Summary by Campaign shows extra row	DEF047315, DEF047336	The Offer Performance Summary by Campaign report shows an extra row with values displayed as 0.
Offer Performance Summary by Campaign displays offers with no contact or response history	DEF047336, DEF047315	The Offer Performance Summary by Campaign report displays offers that are assigned to a campaign even though no contact history or response history data exist for those offers in the campaign.
Offer Performance Comparison displays offers with no contact history	DEF047745	The Offer Performance Comparison report displays offers that have no associated contact history.
Unnecessary row is added to reports when response history is not populated.	DEF062120	If you populate only the contact history in a campaign, the following reports include an empty row: Campaign Performance Comparison by Cell and Offer; Campaign Performance Comparison by Cell and Offer (with Revenue).

Contacting IBM Unica technical support

If you encounter a problem that you cannot resolve by consulting the documentation, your company's designated support contact can log a call with IBM Unica technical support. Use the information in this section to ensure that your problem is resolved efficiently and successfully.

If you are not a designated support contact at your company, contact your IBM Unica administrator for information.

Information to gather

Before you contact IBM Unica technical support, gather the following information:
- A brief description of the nature of your issue.
- Detailed error messages you see when the issue occurs.
- Detailed steps to reproduce the issue.
- Related log files, session files, configuration files, and data files.
- Information about your product and system environment, which you can obtain as described in "System information."

System information

When you call IBM Unica technical support, you might be asked to provide information about your environment.

If your problem does not prevent you from logging in, much of this information is available on the About page, which provides information about your installed IBM Unica applications.

You can access the About page by selecting **Help > About**. If the About page is not accessible, you can obtain the version number of any IBM Unica application by viewing the version.txt file located under the installation directory for each application.

Contact information for IBM Unica technical support

For ways to contact IBM Unica technical support, see the IBM Unica Product Technical Support website: (http://www.unica.com/about/product-technical-support.htm).

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