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NEW QUESTION: 1

You were in the middle of implementing a new campaign when you were pulled out of it to handle another priority. You now have time to return to configuring the campaign requirements, but are not sure what requirements you completed and what still need to be addressed.

What steps should you take to understanding the remaining issues that require further configuration in Responsys?

- A. Navigate to the Workbook and click the Validate button.
- B. Navigate to the Workbook and click the EMD button.
- C. Navigate to the Workbook and click the Version Test button.
- D. Navigate to the Version Test screen and click the Workbook button.

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 2

You are creating an email campaign and you have a spreadsheet of contact email addresses and profile data that the campaign should be sent to for testing purposes.

How should you input this information into Responsys?

- A. Using Program, create a Proof List import job. The spreadsheet will need to be converted to a comma-delimited file to import.
- B. In the Manage List screen, ensure the list for the campaign is selected and then select the Seed Groups tab. Create a Seed Group list with the contact information from the spreadsheet.
- C. Using Connect, create a Seed Group import job. The spreadsheet will need to be converted to a comma-delimited file before importing it.
- D. In the Campaign workbook, select the Proofing Import Wizard button. Import the spreadsheet and ensure that it is converted to a comma-delimited file before importing it.

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 3

You built a seed group with three records to test combinations of data during campaign proof testing. All fields required for personalization are populated with test data. But when you try to preview or proof launch a promotional email campaign, an error message states that the proof list is empty.

Why is this happening?

A. When the EMAIL_PERMISSION_STATUS value for records in a seed group is set for O for Opt out, Responsys will suppress displaying personalization in preview mode or sending emails to those contacts. Confirm that EMAIL_PERMISSION_STATUS is set to I for Opt In.

B. You must have missed populating some of the fields being used for personalization in the records.

Check the data in the seed group for completeness.

C. The seed group is corrupted. You must delete and re-create the seed group with the test data desired.

D. You can only launch emails to a seed list; you cannot preview or send a proof launch to the seed list records.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 4

A subscriber opens an email with Conversion Tracking on, clicks a link, but does not purchase. The next day, this subscriber receives a second email with Conversion Tracking on with a follow-up offer, clicks a link, but still does not purchase. The subscriber bookmarks the URL, and on the third day, returns to the webpage and finally makes a purchase.

Assuming the conversion cookie is not deleted, how will the transaction be tracked or attributed?

A. The purchase transaction is attributed to the second campaign (most recent) that the recipient opened and clicked.

B. The purchase transaction is attributed to both email campaigns.

C. Because the final purchase was made by a visit directly to the webpage, the purchase is considered a web transaction and no email attribution is registered.

D. The purchase transaction is attributed to the first campaign that the recipient opened and clicked.

Answer: **A** ([LEAVE A REPLY](#))

NEW QUESTION: 5

Which three actions will change the EMAIL_PERMISSION_STATUS_ column for a profile list contact from opt-in to opt-out? (Choose three.)

A. Recipient selects a Reply-to unsubscribe in a promotional email.

B. Recipient inbox is full, so the promotional email is rejected by the server.

C. Use Set Data in a Responsys Program to change the EMAIL_PERMISSION_STATUS_ column in a profile list record from I to O.

- D. Recipient deletes a promotional email from the inbox.
- E. Recipient registers a SPAM complaint for an email.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 6

Which Insight reporting measure should you use to capture the number of clickthroughs and conversions recorded through emails on August 1, 2016?

- A. Sent Date = August 1 to August 2, 2016
- B. Live Date - August 1, 2016
- C. Interval Date = August 1, 2016 plus one day
- D. Sent Date = August 1, 2016
- E. Event Date = August 1, 2016

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 7

A third-party system export of data that is required to be imported as supplemental table data in Responsys is in XML format. The XML file is located on the SFTP server and ready for you to configure the Connect import job in Responsys.

What is your next step?

- A. Discuss with the team that Responsys doesn't accept XML formatting for importing Supplemental Table data and a solution to transform the data will be required.
- B. Create an Import Supplemental Table job in Responsys for this file and select XML as the Fields are delimited check box.
- C. Create an Import Supplemental Table job in Responsys for this file.
- D. Create an Import Supplemental Table job in Responsys for this file and ensure to select the XML to CSV conversion check box.

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 8

You declared a field, FIRST_NAME, from your profile list in your campaign.

What is the correct RPL syntax to personalize your content with the first name of your customer in the email campaign?

- A. {FIRST_NAME} \$
- B. \$ {FIRST_NAME}
- C. {FIRST_NAME}
- D. \$FIRST_NAME

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 9

How can you share a copy of a campaign with key stakeholders at live launch time?

- A. Create a Seed Group with their email addresses. In the Audience Selection section of the Campaign Workbook, select this group as your Seed List.
- B. Create a filter for these individuals and then use the Seed List feature in the Campaign Workbook.
- C. Use the RPL proofLaunch () method with each of the recipient's email addresses as a parameter.
- D. Export the campaign from Message Designer, then copy and paste the source HTML in an email to send to them.
- E. Create a Proof List with their email addresses and then use the Seed List feature in the Campaign Workbook.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 10

One of the top ISPs is blocking promotional emails coming from your domain. This has not happened before.

You check the deliverability metrics on Responsys reports for the email campaigns sent in the last two weeks.

What are two reasons why this is happening? (Choose two.)

- A. Your open rates have dropped somewhat since last month.
- B. The ISP is recording a high number of spam trap hits and complaint rates from recipients.
- C. Recipients are forwarding your emails to everyone in their address books.
- D. Hard bounce rates are 10% or higher.
- E. Substantial (5%) increase in click-through rates on last week's promotional campaign.

Answer: B,D ([LEAVE A REPLY](#))

NEW QUESTION: 11

You are designing a program that requires the use of a value that is not stored in the Responsys data model and is only temporarily required for use in the program.

What could you use to fulfill this requirement?

- A. Temporary Value Variable
- B. Entry Tracking Variable
- C. Custom SQL Variable
- D. ORA Variable
- E. Get Data Variable

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 12

After implementing and launching a campaign, you want to watch real-time opens and clicks in order to give a quick report to the executive management.

Where should you retrieve these results and what step should you take to provide the management with the reporting information?

- A.** In the Campaign Workbook, use the Analyze Deliverability functionality. Select the Edit active links for this launch link and copy the URL and provide it to the management.
- B.** View a Live Report for the campaign. Click the Generate Distributable Live Report URL. Provide the URL to the management to facilitate access to the Live Report.
- C.** In the Campaign Workbook, in the Campaign Setting section, select the Edit active links for this launch link and copy the URL and then provide it to the management.
- D.** In the Program Designer, using the Analyze Report feature. Select the Edit active links for this launch link and copy the URL and provide it to the management.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 13

What must you create in order for Responsys to be able to track clicks on links in a campaign?

- A.** Link List
- B.** Link Hashmap
- C.** Insight Link Report
- D.** Link Table
- E.** Insight Link Hashmap

Answer: **D** ([LEAVE A REPLY](#))

Explanation

Reference:

http://help4.responsys.net/customercenter/riuas/Overview_LinkTables.htm#Link_Tracking_Options

NEW QUESTION: 14

Identify three valid data type definitions for defining fields in a Responsys data source. (Choose three.)

- A.** Memo text - unlimited number of characters
- B.** Time stamp
- C.** Currency
- D.** Number
- E.** Medium text - up to 100 characters
- F.** Binary string

Answer: **A,B,D** ([LEAVE A REPLY](#))

Explanation

Reference

<http://help4.responsys.net/customercenter/riuas/data-types-fieldnames.htm>

NEW QUESTION: 15

What happens when you send a Responsys campaign and the ISP returns a "Hard Bounce" error to the sender?

- A.** A hard bounce of an email message will cause the record to be flagged as Hard Bounced in an Insight Report, and you can run a list cleanse process to remove it from your list.

- B.** A hard bounce of an email message will set the EMAIL_DELIVERABILITY_STATUS_ field to Undeliverable and messages will no longer be sent to that address.
- C.** A hard bounce of an email message will cause the record to be logged in to the Hard Bounced table, and you must select that list as a suppression list in future message launches to ensure that you do not send to that address again.
- D.** A hard bounce of an email message will delete the contact record from the Profile List to ensure that messages will no longer be sent to that address.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 16

You discovered that your main competitor's employees are subscribed to receive your promotional campaigns directly to their work email addresses.

What should you do in Responsys to prevent your campaigns from being sent to the work email addresses of the competitor's employees, although this is not a complete solution?

- A.** Create a Non-Competitor Program using Program Designer.
- B.** Search the list for the domain name of the competitor and select the block option for each user that is found.
- C.** In the Account Admin screen, select Define email domain rules and create an audience exclusion by entering the competitor's domain name.
- D.** Periodically run the scrub utility and delete all email addresses from your competitor's domain.

Answer: **D** ([LEAVE A REPLY](#))

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NEW QUESTION: 17

Which statement is true about how you must configure a Responsys Profile list so you can begin sending Mobile SMS campaigns?

- A.** You can use the same Profile list for mobile campaigns that you are currently using for email campaigns.
- B.** You can only modify profile lists used for mobile campaigns through Connect uploads.
- C.** You only need to define the COUNTRY_ code if you are sending SMS messages to subscribers outside of the default country setting for your account.
- D.** All the data that you need to use to personalize mobile messages must be stored as columns in the Profile list.

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 18

You need to create four versions of the same campaign with different subject lines to see which one receives the most opens and clicks. You are using EMD to create the campaign.

How should you do this with Responsys?

- A.** Create four campaigns and configure the multivariate testing functionality available via the Version Test button in EMD for each campaign.
- B.** Create four campaigns. Then in the program, configure a winner selection element and a Send Email Campaign element for each campaign. Publish the campaign and then determine the winner in a few days.
- C.** Create one campaign. Then in the program, configure a winner selection element and a Send Email Campaign element for the campaign. Publish the campaign and then determine the winner in a few days.
- D.** Create one campaign and configure the multivariate testing functionality available via the Version Test button in EMD of the campaign. Create a program that launches this campaign.

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 19

What steps should you perform to create conditional logic that uses Entry Tracking variables to control the path an enactment will follow?

- A.** Create the Entry Tracking variable, configure how to populate the value, and then configure an Entry Tracking Variable element that uses conditions.
- B.** Create the Entry Tracking variable, configure how to populate the value, and then configure a Data Switch using the Filter with program variables option.
- C.** Create a Standard Filter Definition, configure a Data Switch, and then create a Program Entry Variable Filter Definition.
- D.** Create the Entry Tracking variable, configure how to populate the value, and then code an IF/ELSE RPL statement in the campaign.

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 20

Before moving a campaign to production you need to test whether the links are working properly. What functionality should you use in Responsys?

- A.** You should test all links manually.
- B.** In Program, you can use the Test tab because it will display any issues with links according to a campaign.
- C.** Using RPL, use the clickthrough() method to iterate through the associated link table and test that they do not retrieve 404 errors.
- D.** In the Testing section of a campaign Workbook, there is a Test links button that can automate this process.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 21

Your customer needs to capture information about subscribers that clicked on links categorized as blue eyeglasses products, so that they can then send them a follow-up promotional email. How can you configure this in Responsys?

- A.** In the Account Management screen, select Set link tracking preferences and create a link category for blue eyeglasses. Set this category in link tables for any link regarding blue eyeglasses. You can use this link category in creating a filter definition.
- B.** In the HTML of all campaign assets, the <a href> tag must use the ATR attribute inside the tag. The value of the attribute can be a value that will define that the link is meant for blue eyeglasses. In Responsys, use the link evaluator and enter the value of the attribute.
- C.** In the Link Table screen, open the Categories Designer window. Use the categories designer; create a blue glasses object that can be associated with all the link tables in Responsys and assign it to all current campaigns. You can use this link category in creating a filter definition.
- D.** In Message Designer, click the Link tracking button. You can create a link object for blue glasses.

Apply this object to all open programs that use current campaigns.

Answer: C (LEAVE A REPLY)

NEW QUESTION: 22

You're creating an Opt-In form for your client. After a new customer submits the subscription form, you want to wait for 24 hours and then send them a follow-up email with a discount offer. How should you create a form rule to accomplish this?

- A.** Create a form rule that directs the new customer to a URL so they can enter their email address and request the discount coupon.
- B.** Create a form rule to trigger a custom event. Set up a program to listen for this customer event, wait for 24 hours, then send the follow-up email offer.
- C.** Create a form rule to trigger a follow-up email message to the form submitter. In the form rule, specify a 24-hour delay before sending the email.
- D.** Create a form rule that schedules a transactional email campaign with the offer 24 hours after each form submission.
- E.** Create a form rule to populate a table with the submitted data, then schedule a campaign 24 hours later to send all newly entered subscribers the follow-up email.

Answer: C (LEAVE A REPLY)

NEW QUESTION: 23

You need to set up a program to enable an enactment to follow down one of two paths in a program based on a criteria match which determines what branch to follow down. You dragged the Allocation Switch onto the canvas, but it is not allowing you enter conditions.

What should you have used?

- A. Stage Gate
- B. Data Switch
- C. Timer Event
- D. Entry Tracking Variable
- E. Conditional Branchlet

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 24

You need to comment your RPL code so that it doesn't get generated in the source HTML for a campaign.

- A. <comment> and </comment>
- B. <!-- and -->
- C. <!-- and -->
- D. <<-- !~ -->

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 25

In which two situations should you republish a program after making a change or correction? (Choose two.)

- A. You add a second campaign to be evaluated using a performance switch to select a winning path based on open rate.
- B. You move a target timer from its original place before one event to after that event.
- C. You modify one of the conditions in a filter being used in the program.
- D. You change the properties of one campaign in the program to launch another one with a different subject line and new creative.

Answer: ([SHOW ANSWER](#))

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