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NEW QUESTION: 1
Which statement is true about how you must configure a Responsys Profile list so you can begin sending Mobile SMS campaigns?
A. 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.
B. You can only modify profile lists used for mobile campaigns through Connect uploads.
C. You can use the same Profile list for mobile campaigns that you are currently using for email campaigns.
D. All the data that you need to use to personalize mobile messages must be stored as columns in the Profile list.
Answer: (SHOW ANSWER)

NEW QUESTION: 2
When you add a Conversion Tracking Tag to a Conversion Acknowledgement page, each time a visitor completes a transaction, conversion credit will be attributed to the sourcing campaign by default.
Which name-value pair should you append to the Conversion Tracking Tag to clear the cookie in order to eliminate potential duplicate reporting?
A. action=last
B. action=once
C. action=single
D. tracking-once
E. tracking=first

Answer: D (LEAVE A REPLY)

NEW QUESTION: 3

Which coding practice should you use when coding responsive design email messages?

A. Keep elements showing up in the responsive version in the same order as they appear in the nonresponsive version: left to right and top to bottom.

B. Use background images freely; they will just not display if not supported on some platforms.

C. Create separate HTML documents for responsive and nonresponsive emails to avoid having the necessary elements and code structure in one document.

D. Include styling code inline between the <HEAD> tags within HTML elements instead of in external files.

Answer: A (LEAVE A REPLY)

Explanation

Reference https://www.slideshare.net/tediaka/responsys-email-designcodingrecommendations (slide 24)

NEW QUESTION: 4

You are designing a messaging campaign that needs personalization data for your contacts from a supplemental data source.

How should you join or reference data from the table?

A. After you have defined the relationship between a profile list and a supplemental table, the only way you can change or undo it is to delete the supplemental table and redefine it.

B. The number of records in the supplemental table cannot exceed the total number of records in the profile list.

C. You must make sure that a Data Extraction Key field matches an existing field (in name and type) in a table being used for the campaign.

D. You must have a one-to-one relationship between a profile list record and a record in the supplemental table.

Answer: (SHOW ANSWER)

Explanation

Reference

http://www.relationshipone.com/blog/ready-rock-responsys/

NEW QUESTION: 5

You received an error in EMD regarding the assign syntax you have written to declare a variable using RPL.

What is the correct syntax for assign?

A. ?assign?

B. <# assign>

C. /assign/

D. ! assign
Answer: B (LEAVE A REPLY)

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. Live Date - August 1, 2016
B. Sent Date = August 1, 2016
C. Sent Date = August 1 to August 2, 2016
D. Interval Date = August 1, 2016 plus one day
E. Event Date = August 1, 2016
Answer: A (LEAVE A REPLY)

NEW QUESTION: 7
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 Connect, create a Seed Group import job. The spreadsheet will need to be converted to a comma-delimited file before importing it.
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 Program, create a Proof List import job. The spreadsheet will need to be converted to a comma-delimited le to import.
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: A (LEAVE A REPLY)

NEW QUESTION: 8
Which three actions will change the EMAIL_PERMISSION_STATUS_ column for a prole list contact from opt-in to opt-out? (Choose three.)
A. Recipient inbox is full, so the promotional email is rejected by the server.
B. Recipient registers a SPAM complaint for an email.
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 selects a Reply-to unsubscribe in a promotional email.
Answer: A,B,E (LEAVE A REPLY)

NEW QUESTION: 9

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

NEW QUESTION: 10
Where should you place the file that you want to import when configuring the Connect job that imports profile list data that must be merged into Responsys?
A. The file to be imported should be located on your hard drive.
B. The file to be imported should be on the SFTP server dedicated for Responsys.
C. The file to be imported should be located on any cloud server.
D. The file to be imported should be located in the Connect data warehouse in Responsys.
Answer: D (LEAVE A REPLY)

NEW QUESTION: 11
You want to access cart and browse abandonment events on your ecommerce website and launch personalized retargeting marketing programs to your known users.
How can you use Rapid Retargeter to capture and expose the events in Responsys in order to accomplish this?
A. Capture the events and use an API to write them into profile extension tables in the client's Responsys account and then use SQL to pull data for personalization.
B. Pass the event data into a Responsys supplemental table near real time with an API call. Backend tables are then automatically updated, so you can use Filter Designer for targeting.
C. After your website is correctly tagged, use the Interaction Events to enter your contacts into a Program and pass key visitor data as Program Entry Variables.
D. Write the event data into external tables. Batch upload the data into a Responsys supplemental table via Connect every hour and then use SQL to pull data for personalization.
Answer: B (LEAVE A REPLY)

NEW QUESTION: 12

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: 13
In every email, your client wants to provide a link so customers can download their latest menu. They want to serve this from the Responsys content library, updating the document periodically.
How can they accomplish this?
A. Upload the document into the Content Library. From the document pull-down menu, select Create Embeddable URL and copy the URL into every email. Upload and overwrite this document with the most current version as needed.
B. Upload the document into Manage Hosted Content, then publish. Insert this URL into every email document. To update, unpublish the document, upload the current version with the same name, and publish.
C. Your client must host and update the document from their own content server and provide the URL to Responsys. In the Responsys email documents, use the ServeURL function to reference the document as needed.
D. Upload the document into the Content Library. Right-click the document and select Copy Link. Insert this link into every email document. Upload and overwrite this document as needed.
Answer: A (LEAVE A REPLY)

NEW QUESTION: 14
You are asked to troubleshoot a dynamic campaign that is not inserting content correctly for VIP subscribers.
You learn that VIP subscribers who have spent more than $3,000 are not receiving messages with the proper promotional code associated with their status level. The amount of money a subscriber has spent is stored in the AMT_PURCHASES attribute as number data type. The set of rules is as follows:
- Rule 1: AMT_PURCHASES Greater than 100
- Rule 2: AMT_PURCHASES Greater than 1000

- Rule 3: AMT_PURCHASES Greater than 3000
Identify the solution.
A. Responsys requires that the money data type be assigned, because it doesn't support the number data type to be used for monetary values.
B. Responsys can't execute rule sets for a dynamic region without a default conditional rule that initializes the rule set to zero. You will need to create the following rule to fix this issue:1. Default Rule 0:
AMT_PURCHASES Equals 0
C. Responsys executes rules in sequential order, so any subscriber with more than $100 in spending will have the content inserted associated with the first rule and the rest of the rules will never be resolved.
Either the order of the rules should be reversed or the conditional logic should bechanged to use different operators.
D. The rule set should be changed:1. Rule 1: AMT_PURCHASES Greater than or equal to 1002. Rule 2:
AMT_PURCHASES Greater than or equal to 10003. Rule 3: AMT_PURCHASES Greater than or equal to 3000
Answer: (SHOW ANSWER)

NEW QUESTION: 15
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 Version Test button.
B. Navigate to the Workbook and click the Validate button.
C. Navigate to the Version Test screen and click the Workbook button.
D. Navigate to the Workbook and click the EMD button.
Answer: A (LEAVE A REPLY)

NEW QUESTION: 16
Your client has asked Why their campaign reports in Insight display the value of Not Specified for the Marketing Strategy and Marketing Program category.
How should you reply?
A. Let's decide on values to use for Marketing Strategy and Marketing Program categories and enter them into Account Administration. Now before each campaign launch, in the Settings section of the Campaign Workbook, select the desired category setting to use for your reports in the future.

B. There is a substantial work required to set Marketing categories in your Responsys account, so we will request Customer Care to add this to your account configuration.
C. Because we didn't set up Marketing categories prior to going live, we can now ask Customer Care to add any categories you like to your reports.
D. We need to choose from the Responsys list of standard Marketing category fields, and none of them really apply to your industry, so we aren't using this functionality.
Answer: A (LEAVE A REPLY)

NEW QUESTION: 17
You just completed putting all the HTML and RPL into the Email Message Designer (EMD). You want to see how Responsys will render this code.
What should you do to see this?
A. Click the Render button.
B. Click the Version Test button.
C. Click the Preview button, which has the eye icon on it.
D. Select Workbook > Test.
Answer: C (LEAVE A REPLY)

NEW QUESTION: 18
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: A,C (LEAVE A REPLY)

NEW QUESTION: 19

An SSH2 key pair can be created to be used for authentication to establish a secure connection between your server and the Oracle file server.
Which key from the client key pair must you send to Responsys?
A. Private
B. Master
C. Secure
D. Public
Answer: D (LEAVE A REPLY)

NEW QUESTION: 20
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. Recipients are forwarding your emails to everyone in their address books.
C. Substantial (5%) increase in click-through rates on last week's promotional campaign.
D. The ISP is recording a high number of spam trap hits and complaint rates from recipients.
E. Hard bounce rates are 10% or higher.
Answer: D,E (LEAVE A REPLY)

NEW QUESTION: 21
The executive tearn loves your Insight reports, but has limited knowledge of the Responsys menus.
As the Responsys Administrator, how can you provide a custom report that the team can easily access from the Insight menu?
A. Create the custom report and save it to the Insight account folder. Right-click to copy the link for the report. Send the link to the executive team and tell them to use it whenever they want to view the report.
B. Create the custom report and save it to the Insight account folder. Add the report to the Default Dashboard, and tell the executives to view the report from the dashboard whenever they want to view the report.
C. You can only access custom reports from the account folder. You must train the executives to navigate to the Report Library to locate and launch the report.
D. Create the custom report and schedule it to be sent by email to the executive team every single day.
Answer: A (LEAVE A REPLY)

NEW QUESTION: 22

Your client wants to ensure that their Event Data Feeds are secure while the files are stored on the server.
What step should you take to encrypt the files?
A. Import a private encryption key the customer created to be used when the export runs.
B. Import a public encryption key the customer created to be used when the export runs.
C. Create a Responsys security key in the Account Administration screen. Import this key when creating the export.
D. Create new credentials specifically for the export job that no one knows and that passes the Responsys password integrity checker.
Answer: (SHOW ANSWER)

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. Timer Event
B. Conditional Branchlet
C. Entry Tracking Variable
D. Stage Gate
E. Data Switch
Answer: C (LEAVE A REPLY)

NEW QUESTION: 24
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 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.
B. 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.
C. 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.
D. 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.
Answer: B (LEAVE A REPLY)

NEW QUESTION: 25

How should you produce an Insight Report that gives you the total number of individuals (unique email addresses) who clicked a link in an email campaign in the first three days after it was sent?
A. Measure = Total Clicks, Interval = 3 days
B. Measure = Responders, Event Date = 3 days
C. Measure = Unique Conversions, Event Date = 3 days
D. Measure = Responders, Interval = 3 days
E. Measure = Single Clicks, Sent Date = 3 days
Answer: (SHOW ANSWER)

NEW QUESTION: 26
You uploaded into the Responsys Content Library an HTML document and three subdocuments personalized with the member level of the subscriber. When you validate the campaign, you get this error: "Email Message preview failed because of template execution runtime error, detailed error: property MEMBER_LEVEL for datasource CONTACTS is not defined in the datasources." How should you correct this error?
A. The MEMBER_LEVEL field is a Responsys reserved word and cannot be used for personalization.
B. Open each HTML document in the package and declare the MEMBER_LEVEL field by using the RPL directive<#field> in every document. Then reupload the documents into the Content Library.
C. You did not select the MEMBER_LEVEL column from the CONTACTS database. In the Datasources Section in the Campaign workbook, select the MEMBER_LEVEL field and make sure the alias matches what is in the HTML code. Responsys will now be able to insert values for that column at run time.
D. The HTML coder didn't include the <#data> directive and declare the CONTACTS data source in each document. Enter this into each document, and the error should now be resolved.
Answer: C (LEAVE A REPLY)