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NEW QUESTION: 1

Which statement describes the requirements to set up a Responsys primary data gateway solution for the secure transferring of data?

- A.** The Responsys Data Gateway consists of only an API layer, using AuthO authentication to transfer data.
- B.** The Responsys Data Gateway consists of a dedicated database server that can be accessed securely using a VPN setup specifically for a client account.
- C.** To install the Responsys Data Gateway, you provide each client an encryption appliance that is configured to directly connect to their Responsys database instance. All data transfer occurs through the appliance.
- D.** The Responsys Data Gateway requires a dedicated SFTP account that is accessed via a secure shell (SSH2) protocol. A customer must provide a public SSH2 key for authentication.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 2

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.** 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.
- B.** 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.

C. 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.

D. 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.

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

NEW QUESTION: 3

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: 4

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 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.

B. 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.

C. 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.

D. Create four campaigns and configure the multivariate testing functionality available via the Version Test button in EMD for each campaign.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 5

Your client's requirements state that they need to have more than one profile list in their account.

Which two statements are true about implementing this? (Choose two.)

A. The column to be used as the table's primary key must be named something different in each profile list.

B. It is acceptable to have the same individual (email subscriber) in several profile lists, because a record with the same email address can exist in multiple lists with different RIID_'s.

C. Special configuration must be done to use different IP addresses to send campaigns to different lists in the account.

D. If you have multiple profile lists, you must have separate programs, because all the messaging events launched in a Responsys Program must refer to the same profile list.

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

NEW QUESTION: 6

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. 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.

D. 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.

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

NEW QUESTION: 7

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: 8

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 9

What three actions must you take to set up your new IP for deliverability success with your major ISPs?

(Choose three.)

- A.** Set up a backup IP address so you will get through to the inbox even if you are blocked by an ISP.
- B.** Ensure that your warm-up audience lists consist of recently opted-in, opened/clicked within the last few months, or are known brand advocates.
- C.** Do everything possible to remove lapsed, bounced, or old email addresses to increase the possibility of getting your emails into the inbox.
- D.** Automate the daily delivery of Insight Deliverability reports for your warm-up campaigns, especially the Feedback Loop reports to check on true spam complaint rates.

Answer: A,C,D ([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 anycloud server.
- B.** The file to be imported should be located on your hard drive.
- C.** The file to be imported should be on the SFTP server dedicated for Responsys.
- D.** The file to be imported should be located in the Connect data warehouse in Responsys.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 11

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.** 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.
- B.** 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.
- 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.** Using Program, create a Proof List import job. The spreadsheet will need to be converted to a comma-delimited file to import.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 12

You have received requirements to create Connect Event Data Feed exports for two different integration projects. The client wishes to create two CED feeds, both including the Sent feed.

What should you do?

- A.** Create the two separate exports and ensure they both have the Sent value in them.
- B.** Go back to the team that developed the requirements and tell them that the Sent feed can only be used in one actively scheduled Connect export job at one time. Determine if the same Sent feed can be sent to different file locations.
- C.** Go back to the team that developed the requirements and see if you can schedule the exports on different days. Responsys will allow the use of the same Sent value to be used in two different active exports if they are scheduled for different days of the week.
- D.** Create the two separate exports and use the Sent value for one export and the SentX value for the second export.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 13

The executive team 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 schedule it to be sent by email to the executive team every single day.

B. 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.

C. 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.

D. 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.

Answer: [\(SHOW ANSWER\)](#)

NEW QUESTION: 14

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. 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.

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

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

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

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

NEW QUESTION: 15

Which three steps should you take to set up your client's data model to support email campaigns during data discovery implementation? (Choose three.)

A. Ensure that field names are not duplicated in profile lists and profile extension tables to avoid confusion during personalization or targeting steps in the Responsys campaign design process.

B. Map a field that the client uses to uniquely identify each subscriber to the RIID_ field in the contacts list.

C. Map a field that the client uses to uniquely identify each subscriber to either CUSTOMER_ID_ or EMAIL_ADDRESS_ field in the contacts list.

D. Map the subscriber email address to the EMAIL_ADDRESS__ field in the contacts list to be used for messaging.

E. Encourage your client to add as many custom fields as possible to the profile list to increase processing efficiency, thereby eliminating the need for profile extension tables.

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

NEW QUESTION: 16

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

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. When the EMAIL_PERMISSION_STATUS value for records in a seed group is set 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 Opt In.

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](#))

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NEW QUESTION: 17

A published campaign has an issue that has halted campaign launches. Because of this issue, email notifications were sent to all the key stake holders regarding the failures. You have been contacted to figure out exactly what the issue is, report the issue and if possible fix it.

How should you locate the campaign that is facing this issue?

A. Look in each folder until you find the campaign.

B. Use the Campaign Search feature.

C. Use the Manage Campaign screen.

D. Use the Campaign Debug tool.

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

NEW QUESTION: 18

Your profile list is named CONTACTS. Your supplemental table is ORDERS with a Data Extraction Key of CUSTOMER_ID_ and a Primary Key of ORDER_ID, with TOTAL_ORDER_DOLLARS as a column. You design a campaign to display the ORDER_ID and TOTAL_ORDER_DOLLARS with a default value of 0 (zero) from the ORDERS table for each recipient in the target audience from your CONTACTS list. What happens if there are multiple matches (more than one ORDER_ID) for a CUSTOMER_ID?

- A.** Because multiple matches with a record in the CONTACTS list exist in the ORDERS supplemental table, no matching values will be pulled at all, and the default value of 0 (zero) will be used for every email generated.
- B.** During the campaign worklist build, Responsys will pause and ask you to select the correct record to use for the campaign personalization.
- C.** The campaign launch will error out when Responsys detects multiple matches with the CONTACTS list from the ORDERS table.
- D.** When multiple matches with a record in the CONTACTS list exist in the ORDERS supplemental table, the first found match will be used in the campaign.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 19

You created a specific filter for the individuals that you want to send a campaign to. What are the steps to define this filter to be used in a campaign?

- A.** Navigate to the Program Designer, open the program that uses the campaign, and select the filter from the Program Settings.
- B.** Go to the Data Sources section, select the Filters tab, and then select the campaign from the listing.
- C.** Navigate to the Program Designer, select the Testing tab, open the program that uses the campaign, and select the filter from the Program Settings.
- D.** Locate the campaign in the Manage Campaign section, navigate to the Campaigns workbook, and configure the filter in the Proofing section.
- E.** Locate the campaign in the Manage Campaign section, navigate to the Campaigns workbook, and assign the filter in the Audiences section.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 20

You are working on a campaign to collect responses for 45 days. How should you ensure that it closes 45 days after launch?

- A.** In the Campaign Workbook's Launch Options, configure 45 days for Auto-Close after launch.

- B. Create a calendar reminder and manually close the campaign.
- C. In ManageCampaigns, select 45 days for the end element.
- D. In the Program Designer, configure 45 days for Auto-Close after launch.

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

NEW QUESTION: 21

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: 22

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

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 23

There was an issue with the Event Data Feed export because its output was comma delimited, but the requirement was for it to be tab delimited.

Where should you configure this specification?

- A. In the Connect Event Data Export configuration, in the Target Field section, select the "Fields are delimited by" option.
- B. In the Account Administration screen, there is a section "Accepted Delimiters". Change this default to tab.
- C. In the export wizards, under the Source section, select the option "Comma delimited".
- D. In the Account Administration screen, there is a section "Fields are delimited by", Change this default to tab.

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

NEW QUESTION: 24

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. Secure
- C. Master
- D. Public

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

NEW QUESTION: 25

When identifying your target audience for IP warm up, which type of email addresses should you avoid and why?

- A. Avoid sending to subscribers who are also receiving transactional emails because they may unsubscribe because they are likely to feel over-messaged from your brand or company.
- B. Avoid sending to addresses that have not registered an open or a click in the last six months because they may be likely to hit the spam button or be spam traps.
- C. Avoid sending to subscribers who have recently opted-in because they do not have a proven history of engagement.
- D. Avoid sending to subscribers who have opened or clicked in the last few days because they may not respond to an email message again so soon.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 26

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. The rule set should be changed: 1. Rule 1: AMT_PURCHASES Greater than or equal to 100 2. Rule 2:

AMT_PURCHASES Greater than or equal to 1000 3. Rule 3: AMT_PURCHASES Greater than or equal to 3000

- B. 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 be changed to use different operators.

C. 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

D. Responsys requires that the money data type be assigned, because it doesn't support the number data type to be used for monetary values.

Answer: B (LEAVE A REPLY)

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