# Oracle.1Z0-1032-20.v2022-02-25.q23

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**NEW QUESTION: 1**

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 1002. Rule 2:
AMT_PURCHASES Greater than or equal to 10003. Rule 3: AMT_PURCHASES Greater than or equal to 3000

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

**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.** 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
**Answer: (SHOW ANSWER)**

**NEW QUESTION: 2**
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.** Because the final purchase was made by a visit directly to the webpage, the purchase isconsidered a web transaction and no email attribution is registered.
**C.** The purchase transaction is attributed to the first campaign that the recipient opened and clicked.
**D.** The purchase transaction is attributed to both email campaigns.
**Answer: A (LEAVE A REPLY)**

**NEW QUESTION: 3**
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 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.
**B.** 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.
**C.** 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.

**D.** 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.
**Answer: B (LEAVE A REPLY)**

**NEW QUESTION: 4**
Your customer would like an Entry Tracking Variable that is usually not stored. They want it for various programs and it should be stored in a PET table.
How should you achieve this?
**A.** It is not possible to store an Entry Tracking variable in a PET table.
**B.** Locate the program with the Entry Tracking Variable and configure a Get Data to store the value in the specified PET table.
**C.** Locate the Entry Tracking Variable in the supplemental table and write a SQL statement that inserts the value in the PET table.
**D.** Locate the program with the Entry Tracking Variable and configure a Set Data to store the value in the specified PET table.
**Answer: C (LEAVE A REPLY)**

**NEW QUESTION: 5**
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.** Public
**B.** Master
**C.** Private
**D.** Secure
**Answer: (SHOW ANSWER)**

**NEW QUESTION: 6**
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.** You can only launch emails to a seed list; you cannot preview or send a proof launch to the seed list records.
**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 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.
**D.** The seed group is corrupted. You must delete and re-create the seed group with the test data desired.
**Answer: (SHOW ANSWER)**

**NEW QUESTION: 7**
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: 8**
You are setting up an SFTP gateway to establish the connection between the client's server and Responsys file server.
Which two requirements must be met to set this up properly? (Choose two.)
**A.** Oracle must utilize RSA SSH2 public keys for authentication on the File Transfer server for connection between the client and the Responsys Platform.
**B.** The client should send only a public key to Oracle to apply to the SFTP data gateway server.
**C.** Oracle must generate a public/private key pair for the client to establish the secure connection.
**D.** The client must use one key pair to access your SFTP site, because Oracle Responsys cannot support multiple public keys.
**Answer: (SHOW ANSWER)**

**NEW QUESTION: 9**
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 Program Designer, configure 45 days for Auto-Close after launch.
**B.** In the Campaign Workbook's Launch Options, configure 45 days for Auto-Close after launch.

**C.** In Manage Campaigns, select 45 days for the end element.
**D.** Create a calendar reminder and manually close the campaign.
**Answer: C (LEAVE A REPLY)**

**NEW QUESTION: 10**
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.** Use the Campaign Debugger tool.
**B.** Use the Manage Campaign screen.
**C.** Use the Campaign Search feature.
**D.** Look in each folder until you find the campaign.
**Answer: C (LEAVE A REPLY)**

**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.** Using Program, create a Proof List import job. The spreadsheet will need to be converted to a comma-delimited le 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.** 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.
**D.** Using Connect, create a Seed Group import job. The spreadsheet will need to be converted to a comma-delimited file before importing it.
**Answer: (SHOW ANSWER)**

**NEW QUESTION: 12**
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.** Go to the Data Sources section, select the Filters tab, and then select the campaign from the listing.
**B.** Navigate to the Program Designer, open the program that uses the campaign, and select the filter from the Program Settings.
**C.** Locate the campaign in the Manage Campaign section, navigate to the Campaigns workbook, and configure the filter in the Proofing section.
**D.** Navigate to the Program Designer, select the Testing tab, open the program that uses the campaign, and select the filter from the Program Settings.

**E.** Locate the campaign in the Manage Campaign section, navigate to the Campaigns workbook, and assign the filter in the Audiences section.
**Answer: E (LEAVE A REPLY)**

**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.** 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.
**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.** 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.
**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: C (LEAVE A REPLY)**

**NEW QUESTION: 14**
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.** 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.
**B.** 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.
**C.** The column to be used as the table's primary key must be named something different in each profile list.
**D.** Special configuration must be done to use different IP addresses to send campaigns to different lists in the account.
**Answer: B,D (LEAVE A REPLY)**

**NEW QUESTION: 15**
Using Email Message Designer, identify two HTML tags that you can use to create a dynamic region for an email campaign. (Choose two.)
**A.** <td>

**B.** <br>
**C.** <dynamicregion>
**D.** <div>
**Answer: B,D (LEAVE A REPLY)**

**NEW QUESTION: 16**
You are planning an integration of Salesforce.com and Responsys. You navigate to the Account Administration screen to configure the access to Salesforce.com, but the configuration options are not available.
What is the reason for this?
**A.** You need to create a new user specifically for Responsys from within the Salesforce.com application.
**B.** Responsys Customer Support must first enable the Salesforce integration functionality before the Account Administrator can configure the access between Salesforce.com and Responsys.
**C.** You must first create a new Salesforce Connect job to enable the automated data feed between the Salesforce.com and Responsys contacts lists.
**D.** You need to work with Salesforce.com technical resources to configure the gateway to Responsys from within the Salesforce.com application.
**Answer: B (LEAVE A REPLY)**



**NEW QUESTION: 17**
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.** Entry Tracking Variable
**B.** ORA Variable
**C.** Get Data Variable
**D.** Temporary Value Variable
**E.** Custom SQL Variable
**Answer: (SHOW ANSWER)**

**NEW QUESTION: 18**
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 Version Test screen and click the Workbook 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 Workbook and click the Validate button.
**Answer: (SHOW ANSWER)**

**NEW QUESTION: 19**
You have a requirement to create a program that allows for the same RIID_ to have multiple enactments in it, each with a unique enactment value.
What should you use to accomplish this?
**A.** Entry Tracking Variable
**B.** Custom SQL Variable
**C.** This is not possible, because RIID_ is the only variable that can be used as an identifier for a program.
**D.** This is not possible, because only one RIID_ can be in a program at a time.
**E.** Custom Event
**Answer: (SHOW ANSWER)**

**NEW QUESTION: 20**
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 = Responders, Interval = 3 days
**D.** Measure = Unique Conversions, Event Date = 3 days
**E.** Measure = Single Clicks, Sent Date = 3 days
**Answer: (SHOW ANSWER)**

**NEW QUESTION: 21**
Your new Responsys customer wants to begin sending email campaigns.
Which three practices should they employee for their IP address warm-up process? (Choose three.)
**A.** Test out a new re-engagement email campaign by sending emails to lapsed or nonengaged subscribers.

**B.** Send carefully planned content to highly engaged recipients.
**C.** Establish volume levels going through your major ISPs as quickly as possible so you can begin reaching your subscribers without suffering declines in response rates.
**D.** Minimize complaints and bounces to establish a good reputation with each ISP.
**E.** Establish an initial reputation with each major ISP by demonstrating that you are sending to valid email addresses with very few complaints or hard bounces.
**Answer: B,D,E ([LEAVE A REPLY])**

**NEW QUESTION: 22**
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 have recently opted-in because they do not have a proven history of engagement.
**B.** 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.
**C.** 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.
**D.** 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.
**Answer: C ([LEAVE A REPLY])**

**NEW QUESTION: 23**
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.** 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.
**C.** Ensure that your warm-up audience lists consist of recently opted-in, opened/clicked within the last few months, or are known brand advocates.
**D.** Do everything possible to remove lapsed, bounced, or old email addresses to increase the possibility of getting your emails into the inbox.
**Answer: A,B,D ([LEAVE A REPLY])**