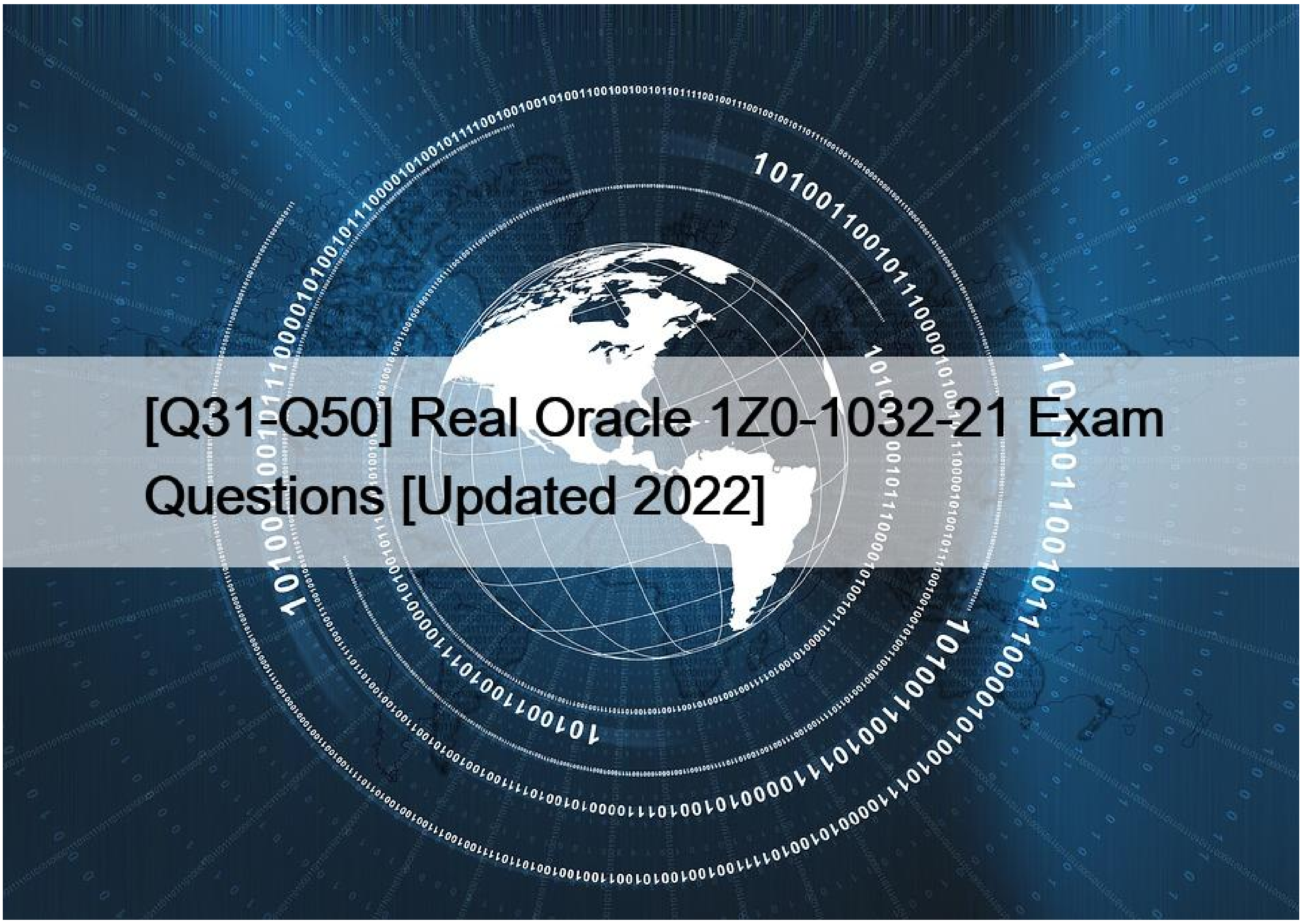
[Q31-Q50 Real Oracle 1Z0-1032-21 Exam Questions [Updated 2022



Real Oracle 1Z0-1032-21 Exam Questions [Updated 2022]
1Z0-1032-21 Exam Dumps Pass with Updated 2022 Oracle Responsys Marketing Platform 2021 Implementation Essentials

QUESTION 31

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?
* Create the custom report and schedule it to be sent by email to the executive team every single day.
* 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.
* Create the custom report and save it to the Insight account folder. Right-click to copy the link forthe report. Send the link to the executive team and tell them to use it whenever they want to view the report.
* 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.

QUESTION 32

When identifying your target audience for IP warm up, which type of email addresses should you avoid and why?
* 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.
* Avoid sending to subscribers who have recently opted-in because they do not have a proven history of engagement.
* 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.
* 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.

QUESTION 33

For the email campaign you are designing in EMD, the first line of the HTML creative must include thefirst name of the subscriber. The first name attribute is FNAME and is located in the profile list that is called CONTACTS.

Which option displays the correct RPL syntax?
* $CONTACTS.FNAME
* #FNAME. CONTACTS
* $ {CONTACTS.FNAME}
* FNAME ($CONTACTS)
Explanation

Reference https://community.oracle.com/docs/DOC-982465

QUESTION 34

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?
* 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.
* The number of records in the supplemental table cannot exceed the total number of records in the profile list.
* Youmust make sure that a Data Extraction Key field matches an existing field (in name and type) in a table being used for the campaign.
* You must have a one-to-one relationship between a profile list record and a record in the supplemental table.
Explanation

Reference

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

QUESTION 35

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

QUESTION 36

Your client’s email analyst advises you that recent reports show an increased soft-bounce rate of 6% for emails launched in the last 30 days. The analyst is worried about being flagged as having a bad reputation by some ISPs and wants you to suppress sending to soft-bounced addresses for the next 30 days.

Which option should you use to handle the soft-bounce problem?
* Take the latest CED report to locate all soft-bouncedaddresses. Run a Connect job to change the DELIVERABILITY_STATUS_ field to U for those addresses so that messages will no longer be sent to that email address.
* Create a filter of all soft-bounced addresses for the last three email launches, save it as aPET, and use that as a suppression table for all email campaigns for the month.
* When defining audiences for the next month, add criteria in Filter Designer to suppress all email addresses that have soft bounced in the last 30 days.
* Manually change the DEVERABILITY_STATUS_ field to Undeliverable for any email that soft bounces.

QUESTION 37

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

QUESTION 38

Which statement describes the requirements to set up a Responsys primary data gateway solution for the secure transferring of data?
* The Responsys Data Gateway consists of only an API layer, using AuthO authentication to transfer data.
* The Responsys Data Gateway consists of a dedicated database server that can be accessed securely using a VPN setup specifically for a client account.
* 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.
* The Responsys Data Gateway requires a dedicated SFTP account that isaccessed via a secure shell (SSH2) protocol. A customer must provide a public SSH2 key for authentication.

QUESTION 39

Your client wants to be able to analyze the marketing campaign performance in Insight reports broken down by two criteria available in the profile list (Gender and Country). Youcreated the Segment Group following the directions in the Help documentation, but when you run the Insight reports, the Segment reports display

“undefined”.

What is the reason for the failure?
* You did not declare the fields used to define the segmentgroups in the Data section of the campaign workbook.
* You don’t have the segment group feature enabled in the Account Administration settings.
* You did not select and assign the segment group in the Campaign settings of the campaigns to be analyzed bythe segment criteria before launching the campaign.
* You should have created a corresponding filter for each rule set to be used to identify the segment group.

QUESTION 40

You are tasked with creating a new campaign using Email Message Designer and RPL. You developed HTML and RPL code.

What are the next steps to create a campaign using the code as a base for the campaign in Responsys?
* Navigate to Campaign > Create Mobile SMS Campaign. Enterthe campaign name and information.

Then, paste the code into EMD and validate.
* Navigate to Campaign > Create Classic Email Campaign. Enter the campaign name and information.

Then, paste the code into EMD and validate.
* Navigate to Campaign > CreateEmail Campaign. Enter the campaign name and information. Then, paste the code into EMD and validate.
* Navigate to Campaign > EMD Campaign. Enter the campaign name and information. Then, paste the code into EMD and validate.

QUESTION 41

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 errormessage states that the proof list is empty.

Why is this happening?
* 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.
* The seed group is corrupted. You must delete and re-create the seed group with the test data desired.
* You can only launch emails to a seed list; you cannot preview or send a proof launch to the seed list records.
* 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.

QUESTION 42

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 beencontacted 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?
* Use the Campaign Search feature.
* Use the Manage Campaign screen.
* Use the Campaign Debuggertool.
* Look in each folder until you find the campaign.

QUESTION 43

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?
* 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.
* 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 aliasmatches what is in the HTML code. Responsys will now be able to insert values for that column at run time.
* The MEMBER_LEVEL field is a Responsys reserved word and cannot be used for personalization.
* The HTML coder didn’t include the <#data> directiveand declare the CONTACTS data source in each document. Enter this into each document, and the error should now be resolved.

QUESTION 44

You are configuring a supplemental data import and thefirst row of the file contains the names of the columns in which you are importing.

What must you do to configure this file property?
* In the field mapper screen, select the “Columns Already Included” check box.
* Replace the first row of the file with one text string that contains all the column names separated by columns. Then proceed with the import.
* In the import configuration, select the “First line contains column names” check box.
* You must delete the first row of the file before performing the import. Your file must contain actual data only.

QUESTION 45

Yousend the same email campaign out on the first Tuesday of every month to announce the month’s specials.

You are interested in comparing how subscribers responded to the emails in the first three days following the send date during the last three months.

How should you configure a report to do this?
* Select the 30-day Campaign Performance Report, select just the campaigns desired, and the filter by “3 Days since Launch”.
* Create a report with Dimension=Campaign-Launch Date for each campaign, desired performance measures, and date measure = Interval. Configure this measure to include 0 – 3 days from launch.
* Create a report with Dimension=Campaign-Launch Date for each campaign and select the da measure = Sent Date. Configure this measure as of three days from launch.
* Select the 90-day Campaign Performance Report, select the campaigns and measures desired, and then just filter by “First 3 Days after Send”.
* Create a separate report for each Campaign with performance measures within the Sent Date range for the first three days from launch. Export each report into Excel to assemble a summary report.

QUESTION 46

A subscriber opens an email with Conversion Tracking on, clicks a link, but does not purchase. The next day, this subscriberreceives 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?
* 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.
* The purchase transaction is attributed to the first campaign that the recipient opened and clicked.
* The purchase transaction is attributed to the second campaign (most recent) that the recipient opened and clicked.
* The purchase transaction is attributed to both email campaigns.

QUESTION 47

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?
* Import a private encryption key the customer created to be used when the export runs.
* Import a public encryption key the customer created to be used when the export runs.
* Create new credentials specifically for the export job that no one knows and that passes the Responsys password integrity checker.
* Create a Responsys security key in the Account Administration screen. Import this key when creating the export.

QUESTION 48

In which two situations should you republish a program after making a change or correction? (Choose two.)
* You add a second campaign to be evaluated using a performance switch to select a winning path based on open rate.
* You modify one of the conditions in a filter being used in the program.
* You move a target timer from its original place before one event to after thatevent.
* You change the properties of one campaign in the program to launch another one with a different subject line and new creative.

QUESTION 49

Which statement is true about how you must configure a Responsys Profile list so you can beginsending Mobile SMS campaigns?
* 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.
* You can only modify profile lists used for mobile campaigns through Connect uploads.
* You can use the same Profile list for mobile campaigns that you are currently using for email campaigns.
* All the data that you need to use to personalize mobile messages must be stored as columns in the Profile list.

QUESTION 50

You want touse Responsys SMS that invites recipients to click a link to a web form to register for a special event. You wish to measure clicks and form submissions (conversions).

Which four steps should you perform to make this possible? (Choose four.)
* You mustpurchase Premium tracking in order to support link tracking in Responsys.
* You must select a Responsys link table with the link names and URLs to be used in the SMS message.
* In the SMS campaign message designer, enable conversion tracking.
* You mustsupply a short URL, so you can use bit.ly to shorten links that you wish to use in your text message.
* In the SMS campaign message designer, you must enable link tracking for the campaign.

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