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Oracle

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Oracle Responsys CX Marketing Platform 2021 Implementation Essentials

Questions & Answers PDF

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Latest Version: 6.0

Question: 1

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

Answer: A

Question: 2

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

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

Question: 3

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. 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. 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.

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: C

Question: 4

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 any cloud server.

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 your hard drive.

D. The file to be imported should be located in the Connect data warehouse in Responsys.

Answer: D

Question: 5

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: D

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

Question: 6

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

Answer: D

Question: 7

Using Email Message Designer, identify two HTML tags that you can use to create a dynamic region for an email campaign. (Choose two.)

- A. <dynamicregion>
- B. <div>
- C.

- D. <td>

Answer: B,C

Question: 8

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. 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.
- B. The column to be used as the table's primary key must be named something different in each profile list.
- C. 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.
- D. Special configuration must be done to use different IP addresses to send campaigns to different lists in the account.

Answer: A,D

Question: 9

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

Reference

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

Question: 10

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. This is not possible, because RIID_ is the only variable that can be used as an identifier for a program.
- B. This is not possible, because only one RIID_ can be in a program at a time.
- C. Custom Event
- D. Entry Tracking Variable
- E. Custom SQL Variable

Answer: D