

Oracle 1Z0-1032-23

Oracle Responsys Marketing Platform 2023 Implementation Professional

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Questions**

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QUESTION 1

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

- A. Do everything possible to remove lapsed, bounced, or old email addresses to increase the possibility of getting your emails into the inbox.
- B. Set up a backup IP address so you will get through to the inbox even if you are blocked by an ISP.
- C. 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.
- D. Ensure that your warm-up audience lists consist of recently opted-in, opened/clicked within the last few months, or are known brand advocates.

Correct Answer: A,B,C

QUESTION 2

While configuring the import of a PET table, you need to match new records to existing records for the data merge.

Which two profile fields are options to configure the import to match existing records? (Choose two.)

- A. PET_ID_
- B. EMAIL_ADDRESS_
- C. CUSTOMER_ID_
- D. ADDRESS_

Correct Answer: B,C

Explanation/Reference:

Reference:

http://help4.responsys.net/customercenter/riuas/Connect_WizardUpload.htm

QUESTION 3

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 EMD button.
- B. Navigate to the Version Test screen and click the Workbook button.
- C. Navigate to the Workbook and click the Version Test button.

D. Navigate to the Workbook and click the Validate button.

Correct Answer: C

QUESTION 4

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 Preview button, which has the eye icon on it.
- B. Select Workbook > Test.
- C. Click the Render button.
- D. Click the Version Test button.

Correct Answer: A

QUESTION 5

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. Data Switch
- B. Entry Tracking Variable
- C. Timer Event
- D. Stage Gate
- E. Conditional Branchlet

Correct Answer: B

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. Pass the event data into a Responsys supplemental table near real time with an API call.

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