

Oracle 1D0-1032-24-D

Oracle Responsys Marketing Platform 2024 Implementation Professional - Delta

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Questions**

<https://certs4sale.com/oracle/1d0-1032-24-d-pdf-exam-dumps>

QUESTION: 1

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?

- Option A : The file to be imported should be located on any cloud server
- Option B : The file to be imported should be on the SFTP server dedicated for Responsys.
- Option C : The file to be imported should be located on your hard drive.
- Option D : The file to be imported should be located in the Connect data warehouse in Responsys.

Correct Answer: D

QUESTION: 2

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?

- Option A : Navigate to the Workbook and click the EMD button.
- Option B : Navigate to the Version Test screen and click the Workbook button.
- Option C : Navigate to the Workbook and click the Version Test button.
- Option D : Navigate to the Workbook and click the Validate button.

Correct Answer: C

QUESTION: 3

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?

- Option A : Temporary Value Variable
- Option B : Get Data Variable
- Option C : ORA Variable
- Option D : Custom SQL Variable

Option E : Entry Tracking Variable

Correct Answer: D

QUESTION: 4

You are creating a filter with many conditions in Filter Designer.What functionality in Responsys should you use to guarantee that your rules execute as you want?

Option A :

Use the RPL syntax and tags and include the rules to execute first inside these tags.

Option B : Use the Enclosures feature: drag-and-drop rules in the enclosure in Filter Designer.

Option C : You can only order the rules in the top-down order in which Responsys will execute them.

Option D :

Use the Parenthesis feature: drag-and-drop rules in the correct order between parenthesis in Filter Designer.

Correct Answer: C

QUESTION: 5

Identify three valid data type definitions for defining fields in a Responsys data source. (Choosethree.)

Option A : Memo text - unlimited number of characters

Option B : Time stamp

Option C : Currency

Option D : Number

Option E : Medium text - up to 100 characters

Option F : Binary string

Correct Answer: A,B,D

Explanation/Reference:

Reference:

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

QUESTION: 6

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

Option A :

Do everything possible to remove lapsed, bounced, or old email addresses to increase the possibility of getting your emails into the inbox.

Option B : Set up a backup IP address so you will get through to the inbox even if you are blocked by an ISP.

Option 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.

Option 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: 7

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?

Option 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.

Option B :

The campaign launch will error out when Responsys detects multiple matches with the CONTACTS list from the ORDERS table.

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