



Oracle 1Z0-1032-24

Oracle Responsys Marketing Platform 2024 Implementation Professional

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Questions**

<https://certs4sale.com/oracle/1z0-1032-24-pdf-exam-dumps>

QUESTION: 1

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: 2

You are planning an integration of Salesforce.com and Responsys. You navigate to the AccountAdministration screen to configure the access to Salesforce.com, but the configuration options arenot available.What is the reason for this?

Option A :

You need to work with Salesforce.com technical resources to configure the gateway to Responsys from within the Salesforce.com application.

Option B :

You need to create a new user specifically for Responsys from within the Salesforce.com application.

Option C :

Responsys Customer Support must first enable the Salesforce integration functionality before the Account Administrator can configure the access between Salesforce.com and Responsys.

Option D :

You must first create a new Salesforce Connect job to enable the automated data feed between

the Salesforce.com and Responsys contacts lists.

Correct Answer: C

QUESTION: 3

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?

Option A : Measure = Single Clicks, Sent Date = 3 days

Option B : Measure = Responders, Interval = 3 days

Option C : Measure = Unique Conversions, Event Date = 3 days

Option D : Measure = Total Clicks, Interval = 3 days

Option E : Measure = Responders, Event Date = 3 days

Correct Answer: D

QUESTION: 4

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?

Option A :
This is not possible, because RIID_ is the only variable that can be used as an identifier for a program.

Option B : This is not possible, because only one RIID_ can be in a program at a time.

Option C : Custom Event

Option D : Entry Tracking Variable

Option E : Custom SQL Variable

Correct Answer: D

QUESTION: 5

How can you share a copy of a campaign with key stakeholders at live launch time?

Option A :

Create a Proof List with their email addresses and then use the Seed List feature in the Campaign Workbook.

Option B :

Export the campaign from Message Designer, then copy and paste the source HTML in an email to send to them.

Option C : Create a Seed Group with their email addresses. In the Audience Selection section of the Campaign Workbook, select this group as your Seed List.

Option D : Use the RPL proofLaunch () method with each of the recipient's email addresses as a parameter.

Option E : Create a filter for these individuals and then use the Seed List feature in the Campaign Workbook.

Correct Answer: C

QUESTION: 6

There was an issue with the Event Data Feed export because its output was comma delimited, but the requirement was for it to be tab delimited. Where should you configure this specification?

Option A :

In the Connect Event Data Export configuration, in the Target Field section, select the "Fields are delimited by" option.

Option B : In the export wizards, under the Source section, select the option "Comma delimited".

Option C :

In the Account Administration screen, there is a section "Accepted Delimiters". Change this default to tab.

Option D :

In the Account Administration screen, there is a section "Fields are delimited by", Change this default to tab.

QUESTION: 7

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?

Option A :

Pass the event data into a Responsys supplemental table near real time with an API call. Backend tables are then automatically updated, so you can use Filter Designer for targeting.

Option B :

Write the event data into external tables. Batch upload the data into a Responsys supplemental table via Connect every hour and then use SQL to pull data for personalization.

Option C :

Capture the events and use an API to write them into profile extension tables in the client's Responsys account and then use SQL to pull data for personalization.

Option D :

After your website is correctly tagged, use the Interaction Events to enter your contacts into a Program and pass key visitor data as Program Entry Variables.

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