

DUMPS ARENA

Oracle Responsys Marketing Platform 2022 Implementation Professional

Oracle 1z0-1032-22

Version Demo

Total Demo Questions: 10

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QUESTION NO: 1

One of the top ISPs is blocking promotional emails coming from your domain. This has not happened before. You check the deliverability metrics on Responsys reports for the email campaigns sent in the last two weeks.

What are two reasons why this is happening? (Choose two.)

- A. Hard bounce rates are 10% or higher.
- B. Recipients are forwarding your emails to everyone in their address books.
- C. Your open rates have dropped somewhat since last month.
- D. The ISP is recording a high number of spam trap hits and complaint rates from recipients.
- E. Substantial (5%) increase in click-through rates on last week's promotional campaign.

ANSWER: A D**QUESTION NO: 2**

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**Explanation:**

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

QUESTION NO: 3

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

Explanation:

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

QUESTION NO: 4

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

- A. Create a Proof List with their email addresses and then use the Seed List feature in the Campaign Workbook.
- B. Export the campaign from Message Designer, then copy and paste the source HTML in an email to send to them.
- 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.
- D. Use the RPL proofLaunch () method with each of the recipient's email addresses as a parameter.
- E. Create a filter for these individuals and then use the Seed List feature in the Campaign Workbook.

ANSWER: C

QUESTION NO: 5

You are creating an email campaign and you have a spreadsheet of contact email addresses and profile data that the campaign should be sent to for testing purposes.

How should you input this information into Responsys?

- A. Using Connect, create a Seed Group import job. The spreadsheet will need to be converted to a comma-delimited file before importing it.
- B. Using Program, create a Proof List import job. The spreadsheet will need to be converted to a comma-delimited file to import.
- C. In the Manage List screen, ensure the list for the campaign is selected and then select the Seed Groups tab. Create a Seed Group list with the contact information from the spreadsheet.
- D. In the Campaign workbook, select the Proofing Import Wizard button. Import the spreadsheet and ensure that it is converted to a comma-delimited file before importing it.

ANSWER: A

QUESTION NO: 6

You are setting up an SFTP gateway to establish the connection between the client's server and Responsys file server.

Which two requirements must be met to set this up properly? (Choose two.)

- A.** Oracle must utilize RSA SSH2 public keys for authentication on the File Transfer server for connection between the client and the Responsys Platform.
- B.** The client should send only a public key to Oracle to apply to the SFTP data gateway server.
- C.** The client must use one key pair to access your SFTP site, because Oracle Responsys cannot support multiple public keys.
- D.** Oracle must generate a public/private key pair for the client to establish the secure connection.

ANSWER: A D

QUESTION NO: 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 NO: 8

Your client has asked Why their campaign reports in Insight display the value of Not Specified for the Marketing Strategy and Marketing Program category.

How should you reply?

- A.** There is a substantial work required to set Marketing categories in your Responsys account, so we will request Customer Care to add this to your account configuration.

B. Because we didn't set up Marketing categories prior to going live, we can now ask Customer Care to add any categories you like to your reports.

C. Let's decide on values to use for Marketing Strategy and Marketing Program categories and enter them into Account Administration. Now before each campaign launch, in the Settings section of the Campaign Workbook, select the desired category setting to use for your reports in the future.

D. We need to choose from the Responsys list of standard Marketing category fields, and none of them really apply to your industry, so we aren't using this functionality.

ANSWER: C

QUESTION NO: 9

Which three actions will change the EMAIL_PERMISSION_STATUS_ column for a profile list contact from opt-in to opt-out? (Choose three.)

A. Recipient deletes a promotional email from the inbox.

B. Use Set Data in a Responsys Program to change the EMAIL_PERMISSION_STATUS_ column in a profile list record from I to O.

C. Recipient selects a Reply-to unsubscribe in a promotional email.

D. Recipient registers a SPAM complaint for an email.

E. Recipient inbox is full, so the promotional email is rejected by the server.

ANSWER: C D E

QUESTION NO: 10

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?

A. Import a private encryption key the customer created to be used when the export runs.

B. Import a public encryption key the customer created to be used when the export runs.

C. Create new credentials specifically for the export job that no one knows and that passes the Responsys password integrity checker.

D. Create a Responsys security key in the Account Administration screen. Import this key when creating the export.

ANSWER: D