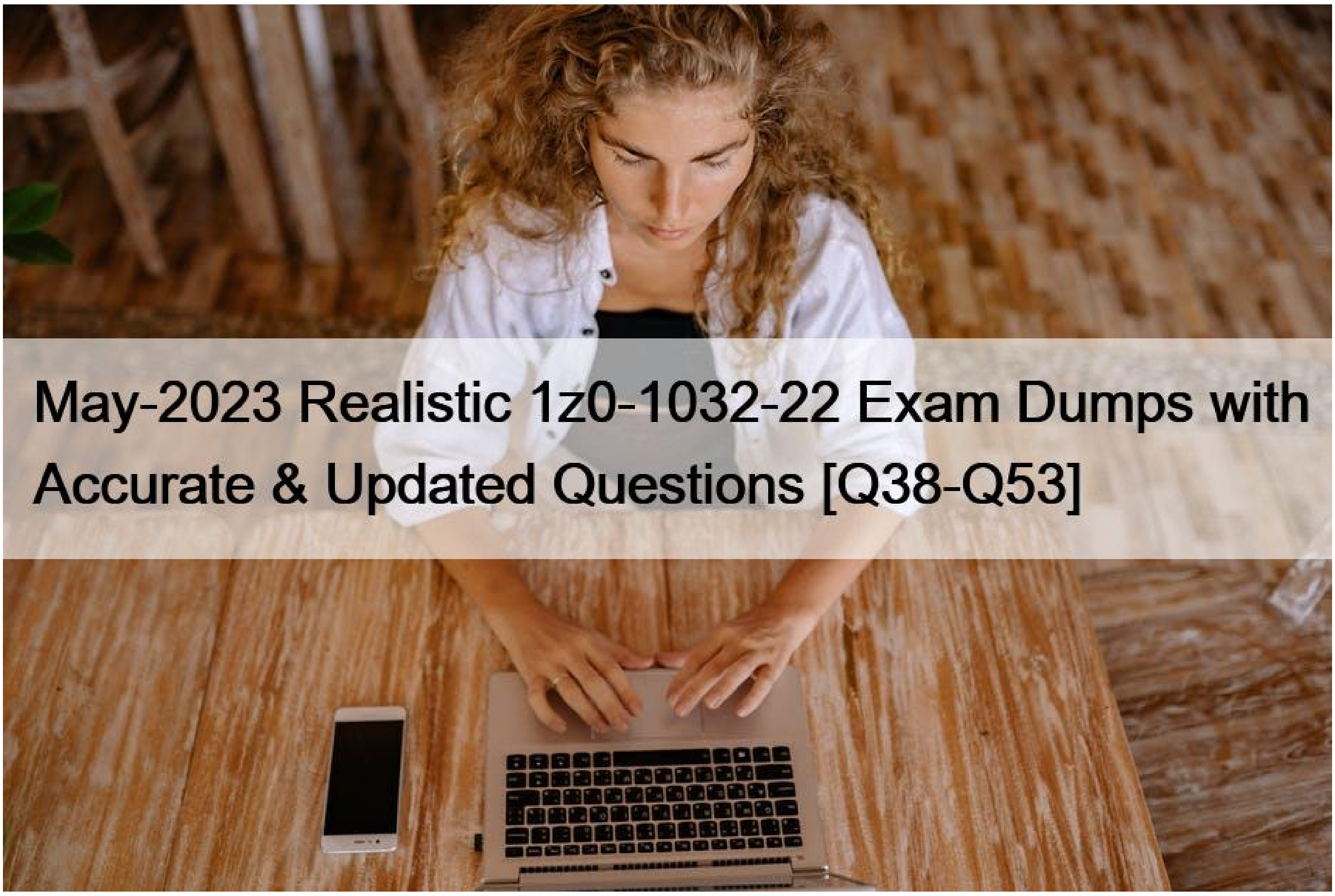
May-2023 Realistic 1z0-1032-22 Exam Dumps with Accurate & Updated Questions [Q38-Q53



May-2023 Realistic 1z0-1032-22 Exam Dumps with Accurate & Updated Questions
1z0-1032-22 Exam Dumps - PDF Questions and Testing Engine

Oracle 1z0-1032-22 Exam Syllabus Topics:

TopicDetailsTopic 1- Create and manage Filters, Segment Groups, and Seed Groups- Create Short Message Service (SMS) campaignsTopic 2- Describe how Responsys manages bounce processing, spam and feedback loops, and soft bounce suppression- Initial Configuration- DeliverabilityTopic 3- Describe Responsys API Authentication- Perform IP Warm Up and IP Ramp Up- Create, manage, and test campaignsTopic 4- Use Monitor Campaign Functionality- Configure Connect jobs to import dataTopic 5- Manage Campaign Categories, Link Categories, and Link Tables- Configure Contact Event Data (CED) exports

NEW QUESTION 38

You built a seed group with three records to test combinations of data during campaign proof testing. All fields required for personalization are populated with test dat a. But when you try to preview or proof launch a promotional email campaign, an error message states that the proof list is empty.

Why is this happening?
* You must have missed populating some of the fields being used for personalization in the records. Check the data in the seed group for completeness.
* The seed group is corrupted. You must delete and re-create the seed group with the test data desired.
* You can only launch emails to a seed list; you cannot preview or send a proof launch to the seed list records.
* When the EMAIL_PERMISSION_STATUS value for records in a seed group is set for O for Opt out, Responsys will suppress displaying personalization in preview mode or sending emails to those contacts. Confirm that EMAIL_PERMISSION_STATUS is set to I for Opt In.

NEW QUESTION 39

Your new Responsys customer wants to begin sending email campaigns.

Which three practices should they employee for their IP address warm-up process? (Choose three.)
* Test out a new re-engagement email campaign by sending emails to lapsed or nonengaged subscribers.
* Send carefully planned content to highly engaged recipients.
* Minimize complaints and bounces to establish a good reputation with each ISP.
* Establish volume levels going through your major ISPs as quickly as possible so you can begin reaching your subscribers without suffering declines in response rates.
* Establish an initial reputation with each major ISP by demonstrating that you are sending to valid email addresses with very few complaints or hard bounces.

NEW QUESTION 40

Which statement is true about how you must configure a Responsys Profile list so you can begin sending Mobile SMS campaigns?
* You only need to define the COUNTRY_ code if you are sending SMS messages to subscribers outside of the default country setting for your account.
* You can only modify profile lists used for mobile campaigns through Connect uploads.
* You can use the same Profile list for mobile campaigns that you are currently using for email campaigns.
* All the data that you need to use to personalize mobile messages must be stored as columns in the Profile list.

NEW QUESTION 41

You discovered that your main competitor’s employees are subscribed to receive your promotional campaigns directly to their work email addresses.

What should you do in Responsys to prevent your campaigns from being sent to the work email addresses of the competitor’s employees, although this is not a complete solution?
* Create a Non-Competitor Program using Program Designer.
* Periodically run the scrub utility and delete all email addresses from your competitor’s domain.
* Search the list for the domain name of the competitor and select the block option for each user that is found.
* In the Account Admin screen, select Define email domain rules and create an audience exclusion by entering the competitor’s domain name.

NEW QUESTION 42

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.)
* PET_ID_
* EMAIL_ADDRESS_
* CUSTOMER_ID_
* ADDRESS_
Reference http://help4.responsys.net/customercenter/riuas/Connect_WizardUpload.htm

NEW QUESTION 43

You are planning an integration of Salesforce.com and Responsys. You navigate to the Account Administration screen to configure the access to Salesforce.com, but the configuration options are not available.

What is the reason for this?
* You need to work with Salesforce.com technical resources to configure the gateway to Responsys from within the Salesforce.com application.
* You need to create a new user specifically for Responsys from within the Salesforce.com application.
* Responsys Customer Support must first enable the Salesforce integration functionality before the Account Administrator can configure the access between Salesforce.com and Responsys.
* You must first create a new Salesforce Connect job to enable the automated data feed between the Salesforce.com and Responsys contacts lists.

NEW QUESTION 44

A subscriber opens an email with Conversion Tracking on, clicks a link, but does not purchase. The next day, this subscriber receives a second email with Conversion Tracking on with a follow-up offer, clicks a link, but still does not purchase. The subscriber bookmarks the URL, and on the third day, returns to the webpage and finally makes a purchase.

Assuming the conversion cookie is not deleted, how will the transaction be tracked or attributed?
* Because the final purchase was made by a visit directly to the webpage, the purchase isconsidered a web transaction and no email attribution is registered.
* The purchase transaction is attributed to the first campaign that the recipient opened and clicked.
* The purchase transaction is attributed to the second campaign (most recent) that the recipient opened and clicked.
* The purchase transaction is attributed to both email campaigns.

NEW QUESTION 45

How can you share a copy of a campaign with key stakeholders at live launch time?
* Create a Proof List with their email addresses and then use the Seed List feature in the Campaign Workbook.
* Export the campaign from Message Designer, then copy and paste the source HTML in an email to send to them.
* Create a Seed Group with their email addresses. In the Audience Selection section of the Campaign Workbook, select this group as your Seed List.
* Use the RPL proofLaunch () method with each of the recipient’s email addresses as a parameter.
* Create a filter for these individuals and then use the Seed List feature in the Campaign Workbook.

NEW QUESTION 46

You received an error in EMD regarding the assign syntax you have written to declare a variable using RPL.

What is the correct syntax for assign?
* /assign/

* ?assign?
* <# assign>
* ! assign

NEW QUESTION 47

You are configuring a supplemental data import and the first row of the file contains the names of the columns in which you are importing.

What must you do to configure this file property?
* In the field mapper screen, select the “Columns Already Included” check box.
* Replace the first row of the file with one text string that contains all the column names separated by columns. Then proceed with the import.
* In the import configuration, select the “First line contains column names” check box.
* You must delete the first row of the file before performing the import. Your file must contain actual data only.

NEW QUESTION 48

You need to comment your RPL code so that it doesn’t get generated in the source HTML for a campaign.
* <!– and –>
* <#– and –>
* <comment> and </comment>
* <<– !~ –>

NEW QUESTION 49

What steps should you perform to create conditional logic that uses Entry Tracking variables to control the path an enactment will follow?
* Create a Standard Filter Definition, configure a Data Switch, and then create a Program Entry Variable Filter Definition.
* Create the Entry Tracking variable, configure how to populate the value, and then configure a Data Switch using the Filter with program variables option.
* Create the Entry Tracking variable, configure how to populate the value, and then code an IF/ELSE RPL statement in the campaign.
* Create the Entry Tracking variable, configure how to populate the value, and then configure an Entry Tracking Variable element that uses conditions.

NEW QUESTION 50

Your customer needs to capture information about subscribers that clicked on links categorized as blue eyeglasses products, so that they can then send them a follow-up promotional email.

How can you configure this in Responsys?
* In Message Designer, click the Link tracking button. You can create a link object for blue glasses. Apply this object to all open programs that use current campaigns.
* In the Link Table screen, open the Categories Designer window. Use the categories designer; create a blue glasses object that can be associated with all the link tables in Responsys and assign it to all current campaigns. You can use this link category in creating a filter definition.
* In the Account Management screen, select Set link tracking preferences and create a link category for blue eyeglasses. Set this category in link tables for any link regarding blue eyeglasses. You can use this link category in creating a filter definition.
* In the HTML of all campaign assets, the <a href> tag must use the ATR attribute inside the tag. The value of the attribute can be a

value that will define that the link is meant for blue eyeglasses. In Responsys, use the link evaluator and enter the value of the attribute.

NEW QUESTION 51

You have received requirements to create Connect Event Data Feed exports for two different integration projects. The client wishes to create two CED feeds, both including the Sent feed.

What should you do?
* Create the two separate exports and ensure they both have the Sent value in them.
* Create the two separate exports and use the Sent value for one export and the SentX value for the second export.
* Go back to the team that developed the requirements and tell them that the Sent feed can only be used in one actively scheduled Connect export job at one time. Determine if the same Sent feed can be sent to different file locations.
* Go back to the team that developed the requirements and see if you can schedule the exports on different days. Responsys will allow the use of the same Sent value to be used in two different active exports if they are scheduled for different days of the week.

NEW QUESTION 52

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?
* Use the RPL syntax <priority> and </priority> tags and include the rules to execute first inside these tags.
* Use the Enclosures feature: drag-and-drop rules in the enclosure in Filter Designer.
* You can only order the rules in the top-down order in which Responsys will execute them.
* Use the Parenthesis feature: drag-and-drop rules in the correct order between parenthesis in Filter Designer.

NEW QUESTION 53

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?
* Data Switch
* Entry Tracking Variable
* Timer Event
* Stage Gate
* Conditional Branchlet