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Exam : **1z0-1032**

Title : Oracle Responsys Marketing
Platform 2019
Implementation Essentials

Vendor : Oracle

Version : DEMO

NO.1 You declared a field, FIRST_NAME, from your profile list in your campaign.

What is the correct RPL syntax to personalize your content with the first name of your customer in the email campaign?

- A. \$FIRST_NAME
- B. {FIRST_NAME}
- C. {FIRST_NAME} \$
- D. \$ {FIRST_NAME}

Answer: D

NO.2 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?

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

Answer: D

NO.3 You need to comment your RPL code so that it doesn't get generated in the source HTML for a campaign.

- A. <!-- and -->
- B. <<-- !~ -->
- C. <#-- and -->
- D. <comment> and </comment>

Answer: C

NO.4 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>

NO.5 You uploaded into the Responsys Content Library an HTML document and three subdocuments personalized with the member level of the subscriber. When you validate the campaign, you get this error: "Email Message preview failed because of template execution runtime error, detailed error: property MEMBER_LEVEL for datasource CONTACTS is not defined in the datasources." How should

you correct this error?

- A.** Open each HTML document in the package and declare the MEMBER_LEVEL field by using the RPL directive<#field> in every document. Then reupload the documents into the Content Library.
- B.** You did not select the MEMBER_LEVEL column from the CONTACTS database. In the Datasources Section in the Campaign workbook, select the MEMBER_LEVEL field and make sure the alias matches what is in the HTML code. Responsys will now be able to insert values for that column at run time.
- C.** The MEMBER_LEVEL field is a Responsys reserved word and cannot be used for personalization.
- D.** The HTML coder didn't include the <#data> directive and declare the CONTACTS data source in each document. Enter this into each document, and the error should now be resolved.

Answer: B

NO.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?

- A.** In the export wizards, under the Source section, select the option "Comma delimited".
- B.** In the Account Administration screen, there is a section "Accepted Delimiters". Change this default to tab.
- C.** In the Account Administration screen, there is a section "Fields are delimited by", Change this default to tab.
- D.** In the Connect Event Data Export configuration, in the Target Field section, select the "Fields are delimited by" option.

Answer: D