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## Oracle Responsys Marketing Platform 2022 Implementation Professional

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Version Demo

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## QUESTION NO: 1

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.)

- A. PET\_ID\_
- B. EMAIL\_ADDRESS\_
- C. CUSTOMER\_ID\_
- D. ADDRESS\_

**ANSWER: B C**

### Explanation:

Reference [http://help4.responsys.net/customercenter/riuas/Connect\\_WizardUpload.htm](http://help4.responsys.net/customercenter/riuas/Connect_WizardUpload.htm)

## QUESTION NO: 2

Which three steps should you take to set up your client's data model to support email campaigns during data discovery implementation? (Choose three.)

- A. Ensure that field names are not duplicated in profile lists and profile extension tables to avoid confusion during personalization or targeting steps in the Responsys campaign design process.
- B. Map a field that the client uses to uniquely identify each subscriber to the RIID\_ field in the contacts list.
- C. Map the subscriber email address to the EMAIL\_ADDRESS\_\_ field in the contacts list to be used for messaging.
- D. Map a field that the client uses to uniquely identify each subscriber to either CUSTOMER\_ID\_ or EMAIL\_ADDRESS\_ field in the contacts list.
- E. Encourage your client to add as many custom fields as possible to the profile list to increase processing efficiency, thereby eliminating the need for profile extension tables.

**ANSWER: A D E**

## QUESTION NO: 3

Your client's requirements state that they need to have more than one profile list in their account.

Which two statements are true about implementing this? (Choose two.)

- A. If you have multiple profile lists, you must have separate programs, because all the messaging events launched in a Responsys Program must refer to the same profile list.

- B. The column to be used as the table's primary key must be named something different in each profile list.
- C. It is acceptable to have the same individual (email subscriber) in several profile lists, because a record with the same email address can exist in multiple lists with different RIID\_'s.
- D. Special configuration must be done to use different IP addresses to send campaigns to different lists in the account.

**ANSWER: A D**

## QUESTION NO: 4

In which two situations should you republish a program after making a change or correction? (Choose two.)

- A. You add a second campaign to be evaluated using a performance switch to select a winning path based on open rate.
- B. You modify one of the conditions in a filter being used in the program.
- C. You move a target timer from its original place before one event to after that event.
- D. You change the properties of one campaign in the program to launch another one with a different subject line and new creative.

**ANSWER: A B**

## QUESTION NO: 5

You created a specific filter for the individuals that you want to send a campaign to.

What are the steps to define this filter to be used in a campaign?

- A. Locate the campaign in the Manage Campaign section, navigate to the Campaigns workbook, and configure the filter in the Proofing section.
- B. Navigate to the Program Designer, select the Testing tab, open the program that uses the campaign, and select the filter from the Program Settings.
- C. Navigate to the Program Designer, open the program that uses the campaign, and select the filter from the Program Settings.
- D. Locate the campaign in the Manage Campaign section, navigate to the Campaigns workbook, and assign the filter in the Audiences section.
- E. Go to the Data Sources section, select the Filters tab, and then select the campaign from the listing.

**ANSWER: D**

## QUESTION NO: 6

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?

- A. /assign/
- B. ?assign?
- C. <# assign>
- D. ! assign

**ANSWER: C**

## QUESTION NO: 7

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

**ANSWER: A**

## QUESTION NO: 8

You need to comment your RPL code so that it doesn't get generated in the source HTML for a campaign.

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

**ANSWER: B**

## QUESTION NO: 9

In RPL, how do you reference a value in a data source?

- A. data\_source.field\_name

- B. fieldname
- C. project\_name.field\_name
- D. data\_source\_alias.field\_name\_alias

**ANSWER: B**

## QUESTION NO: 10

Which three precautions should you take before deciding to delete a column from a Responsys data source? (Choose three.)

- A. Check to make sure there are no forms referencing the column.
- B. Ensure that there are no active campaigns referencing the column to be deleted.
- C. Ensure that there are no Connect jobs updating the column to be deleted.
- D. Check to see whether the data column is being used by the customer for external analytics purposes.

**ANSWER: B C D**