

PassLeader

PassLeader

> Contact Us Login / Register Search...

HOME

ALL VENDORS

★ GUARANTEE

? FAQ

TESTIMONIALS

CART (1)



Try **PDF Demo** before you buy

We're not the only ones **happy** about PassLeader Practice Material ...

63159+ customers in 100+ countries use PassLeader Test Engine. Meet our customers.

VOREED

GetCustom

JET ORANGE

iCompany

Paradoxx

iMessenger



<http://www.passleader.top/>

Latest Exam Guide & Learning Materials

Exam : **1z1-477**

Title : Oracle Responsys Marketing
Platform Cloud Service 2017
Implementation Essentials

Vendor : Oracle

Version : DEMO

NO.1 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?

- A. Measure = Single Clicks, Sent Date = 3 days
- B. Measure = Responders, Interval = 3 days
- C. Measure = Unique Conversions, Event Date = 3 days
- D. Measure = Total Clicks, Interval = 3 days
- E. Measure = Responders, Event Date = 3 days

Answer: D

NO.2 You have a banner image in an HTML file with clickthrough reference. It is named acme_marquee.htm and you have uploaded it into a folder named LOGOS in your Content Library. You want to insert it into the HTML campaign document that has been uploaded to the Responsys Content Library into the HTML campaign document.

Which RPL code should you use to insert this document?

- A. <#assign banner="acme_marquee. htm"><#include "cms: //contentlibrary/ " + banner>
- B. <document="{//all content/. . /acme_marquee.htm}">
- C. <\$insertdocument "cms : //contentlibrary/LOGOS/acme_marquee . htm">
- D. <#include "cms : //contentlibrary/LOGOS/acme_marquee . htm">

Answer: D

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

NO.4 Your profile list is named CONTACTS. Your supplemental table is ORDERS with a Data Extraction Key of CUSTOMER_ID_ and a Primary Key of ORDER_ID, with TOTAL_ORDER_DOLLARS as a column. You design a campaign to display the ORDER_ID and TOTAL_ORDER_DOLLARS with a default value of 0 (zero) from the ORDERS table for each recipient in the target audience from your CONTACTS list.

What happens if there are multiple matches (more than one ORDER_ID) for a CUSTOMER_ID?

- A. Because multiple matches with a record in the CONTACTS list exist in the ORDERS supplemental table, no matching values will be pulled at all, and the default value of 0 (zero) will be used for every email generated.
- B. The campaign launch will error out when Responsys detects multiple matches with the CONTACTS

list from the ORDERS table.

C. When multiple matches with a record in the CONTACTS list exist in the ORDERS supplemental table, the first found match will be used in the campaign.

D. During the campaign worklist build, Responsys will pause and ask you to select the correct record to use for the campaign personalization.

Answer: A

NO.5 Which Insight reporting measure should you use to capture the number of clickthroughs and conversions recorded through emails on August 1, 2016?

A. Live Date - August 1, 2016

B. Interval Date = August 1, 2016 plus one day

C. Sent Date = August 1, 2016

D. Event Date = August 1, 2016

E. Sent Date = August 1 to August 2, 2016

Answer: A

NO.6 What steps should you perform to create conditional logic that uses Entry Tracking variables to control the path an enactment will follow?

A. Create a Standard Filter Definition, configure a Data Switch, and then create a Program Entry Variable Filter Definition.

B. Create the Entry Tracking variable, configure how to populate the value, and then configure a Data Switch using the Filter with program variables option.

C. Create the Entry Tracking variable, configure how to populate the value, and then code an IF/ELSE RPL statement in the campaign.

D. Create the Entry Tracking variable, configure how to populate the value, and then configure an Entry Tracking Variable element that uses conditions.

Answer: B