



ORACLE 1Z0-1032-23

Oracle Responsys Marketing Platform Implementation Professional
Certification Questions & Answers

Exam Summary – Syllabus – Questions

1Z0-1032-23

**Oracle Responsys Marketing Platform 2023 Certified Implementation
Professional**

55 Questions Exam – 64% Cut Score – Duration of 90 minutes

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Know Your 1Z0-1032-23 Certification Well:

The 1Z0-1032-23 is best suitable for candidates who want to gain knowledge in the Oracle Fusion Marketing Cloud. Before you start your 1Z0-1032-23 preparation you may struggle to get all the crucial Responsys Marketing Platform Implementation Professional materials like 1Z0-1032-23 syllabus, sample questions, study guide.

But don't worry the 1Z0-1032-23 PDF is here to help you prepare in a stress free manner.

The PDF is a combination of all your queries like-

- What is in the 1Z0-1032-23 syllabus?
- How many questions are there in the 1Z0-1032-23 exam?
- Which Practice test would help me to pass the 1Z0-1032-23 exam at the first attempt?

Passing the 1Z0-1032-23 exam makes you Oracle Responsys Marketing Platform 2023 Certified Implementation Professional. Having the Responsys Marketing Platform Implementation Professional certification opens multiple opportunities for you. You can grab a new job, get a higher salary or simply get recognition within your current organization.

Oracle 1Z0-1032-23 Responsys Marketing Platform Implementation Professional Certification Details:

Exam Name	Oracle Responsys Marketing Platform 2023 Implementation Professional
Exam Code	1Z0-1032-23
Exam Price	USD \$245 (Pricing may vary by country or by localized currency)
Duration	90 minutes
Number of Questions	55
Passing Score	64%
Format	Multiple Choice Questions (MCQ)
Recommended Training	Become a Certified Responsys Implementation

	<u>Specialist</u>
Schedule Exam	<u>Buy Oracle Training and Certification</u>
Sample Questions	<u>Oracle Responsys Marketing Platform 2023 Certified Implementation Professional (OCP)</u>
Recommended Practice	<u>1Z0-1032-23 Online Practice Exam</u>

1Z0-1032-23 Syllabus:

Responsys Data Model	<ul style="list-style-type: none"> - Describe the Responsys Data Model - Create and manage Contact Lists, Supplemental Tables, and Profile Extension Tables - Create and manage Filters, Segment Groups, and Seed Groups
Initial Configuration/Deliverability	<ul style="list-style-type: none"> - Describe domain branding and domain delegation, and gather initial account settings - Describe how Responsys manages bounce processing, spam and feedback loops, and soft bounce suppression - Perform IP Warm Up and IP Ramp Up - Configure global settings, campaign management options, domain suppressions, soft bounce settings, external tracking, and campaign categories - Implement conversion tracking - Configure subscription management
Integration: Interact Connect	<ul style="list-style-type: none"> - Describe the Data Gateway Setup process - Configure Connect jobs to import data - Configure Contact Event Data (CED) exports
Creating and Managing Content	<ul style="list-style-type: none"> - Create and manage documents - Read, write, and edit HTML code for emails
Campaigns/Forms	<ul style="list-style-type: none"> - Create, manage, and test campaigns - Configure campaign settings in the Campaign Dashboard - Manage Campaign Categories, Link Categories, and Link Tables - Configure dynamic content modules - Create and manage forms
Programs	<ul style="list-style-type: none"> - Design, manage, and publish programs - Analyze and test programs
Multi-Channel Campaigns	<ul style="list-style-type: none"> - Create Short Message Service (SMS) campaigns - Create Push campaigns
Integrations	<ul style="list-style-type: none"> - Describe Responsys API Authentication - Describe Responsys API scalability
Responsys Personalization Language	<ul style="list-style-type: none"> - Develop basic RPL - Develop important RPL directives

(RPL)	
Reporting	<ul style="list-style-type: none">- Explain Interactive Dashboards- Analyze using Campaign Performance- Analyze using Deliverability Analysis- Analyze using Live Reports- Use Monitor Campaign Functionality
Account Admin	<ul style="list-style-type: none">- Create and Configure Responsys Users- Configure Global Settings- Configure Campaign Management

Oracle 1Z0-1032-23 Sample Questions:

Question: 1

A third-party system export of data that is required to be imported as supplemental table data in Responsys is in XML format. The XML file is located on the SFTP server and ready for you to configure the Connect import job in Responsys.

What is your next step?

- Create an Import Supplemental Table job in Responsys for this file and select XML as the Fields are delimited check box.
- Create an Import Supplemental Table job in Responsys for this file and ensure to select the XML to CSV conversion check box.
- Create an Import Supplemental Table job in Responsys for this file.
- Discuss with the team that Responsys doesn't accept XML formatting for importing Supplemental Table data and a solution to transform the data will be required.

Answer: d

Question: 2

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

(Choose three.)

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

Answer: b, c, d

Question: 3

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: 4

Which coding practice should you use when coding responsive design email messages?

- a) Keep elements showing up in the responsive version in the same order as they appear in the nonresponsive version: left to right and top to bottom.
- b) Use background images freely; they will just not display if not supported on some platforms.
- c) Create separate HTML documents for responsive and nonresponsive emails to avoid having the necessary elements and code structure in one document.
- d) Include styling code inline between the <HEAD> tags within HTML elements instead of in external files.

Answer: a

Question: 5

You are working on a campaign to collect responses for 45 days. How should you ensure that it closes 45 days after launch?

- a) In the Campaign Workbook's Launch Options, configure 45 days for Auto-Close after launch.
- b) Create a calendar reminder and manually close the campaign.
- c) In the Program Designer, configure 45 days for Auto-Close after launch.
- d) In Manage Campaigns, select 45 days for the end element.

Answer: a

Question: 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 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: 7

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

Answer: b

Question: 8

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

Question: 9

Your new Responsys customer wants to begin sending email campaigns. Which three practices should they employ for their IP address warm-up process?

(Choose three.)

- a) Test out a new re-engagement email campaign by sending emails to lapsed or nonengaged subscribers.
- b) Send carefully planned content to highly engaged recipients.
- c) Minimize complaints and bounces to establish a good reputation with each ISP.
- d) 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.
- e) 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.

Answer: b, c, e

Question: 10

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

Study Guide to Crack Oracle Responsys Marketing Platform Implementation Professional 1Z0-1032-23 Exam:

- Getting details of the 1Z0-1032-23 syllabus, is the first step of a study plan. This pdf is going to be of ultimate help. Completion of the syllabus is must to pass the 1Z0-1032-23 exam.
- Making a schedule is vital. A structured method of preparation leads to success. A candidate must plan his schedule and follow it rigorously to attain success.
- Joining the Oracle provided training for 1Z0-1032-23 exam could be of much help. If there is specific training for the exam, you can discover it from the link above.
- Read from the 1Z0-1032-23 sample questions to gain your idea about the actual exam questions. In this PDF useful sample questions are provided to make your exam preparation easy.
- Practicing on 1Z0-1032-23 practice tests is must. Continuous practice will make you an expert in all syllabus areas.

Reliable Online Practice Test for 1Z0-1032-23 Certification

Make DBExam.com your best friend during your Oracle Responsys Marketing Platform 2023 Implementation Professional exam preparation. We provide authentic practice tests for the 1Z0-1032-23 exam. Experts design these online practice tests, so we can offer you an exclusive experience of taking the actual 1Z0-1032-23 exam. We guarantee you 100% success in your first exam attempt if you continue practicing regularly. Don't bother if you don't get 100% marks in initial practice exam attempts. Just utilize the result section to know your strengths and weaknesses and prepare according to that until you get 100% with our practice tests. Our evaluation makes you confident, and you can score high in the 1Z0-1032-23 exam.

Start Online practice of 1Z0-1032-23 Exam by visiting URL
<https://www.dbexam.com/oracle/1z0-1032-23-oracle-responsys-marketing-platform-2023-implementation-professional>