Question #:1

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?

   A. In the field mapper screen, select the "Columns Already Included" check box.

   B. 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.

   C. In the import configuration, select the "First line contains column names" check box.

   D. You must delete the first row of the file before performing the import. Your file must contain actual data only.

Answer: D

Question #:2

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?

   A. 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.

   B. Create an Import Supplemental Table job in Responsys for this file and ensure to select the XML to CSV conversion check box.

   C. Create an Import Supplemental Table job in Responsys for this file.

   D. Create an Import Supplemental Table job in Responsys for this file and select XML as the Fields are delimited check box.

Answer: A

Question #:3

Your customer would like an Entry Tracking Variable that is usually not stored. They want it for various programs and it should be stored in a PET table.

How should you achieve this?

A. It is not possible to store an Entry Tracking variable in a PET table.

B. Locate the program with the Entry Tracking Variable and configure a Get Data to store the value in the specified PET table.

C. Locate the program with the Entry Tracking Variable and configure a Set Data to store the value in the specified PET table.

D. Locate the Entry Tracking Variable in the supplemental table and write a SQL statement that inserts the value in the PET table.

Answer: D

Question #:4

One of the top ISPs is blocking promotional emails coming from your domain. This has not happened before. You check the deliverability metrics on Responsys reports for the email campaigns sent in the last two weeks.

What are two reasons why this is happening? (Choose two.)

A. Hard bounce rates are 10% or higher.

B. Recipients are forwarding your emails to everyone in their address books.

C. Your open rates have dropped somewhat since last month.

D. The ISP is recording a high number of spam trap hits and complaint rates from recipients.

E. Substantial (5%) increase in click-through rates on last week's promotional campaign.

Answer: A D

Question #:5

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

Explanation

Reference https://www.slideshare.net/tediaka/responsys-email-designcodingrecommendations (slide 24)

Question #:6

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>

   D. <<-- !~ -->

Answer: B

Question #:7

You need to create four versions of the same campaign with different subject lines to see which one receives the most opens and clicks. You are using EMD to create the campaign.

How should you do this with Responsys?

   A. Create one campaign. Then in the program, configure a winner selection element and a Send Email Campaign element for the campaign. Publish the campaign and then determine the winner in a few days.

   B. Create four campaigns and configure the multivariate testing functionality available via the Version Test button in EMD for each campaign.

   C. Create one campaign and configure the multivariate testing functionality available via the Version Test button in EMD of the campaign. Create a program that launches this campaign.

   D. Create four campaigns. Then in the program, configure a winner selection element and a Send Email Campaign element for each campaign. Publish the campaign and then determine the winner in a few days.

Answer: D

Question #:8

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: C

Question #:9

How should you set up files that list all the daily Opt-In and Opt-Out events collected by Responsys?

A. Create a SQL view that retrieves the Opt value column. Using Oracle Database Developer, connect to your Responsys database and pull the view data.

B. In Program, you can use the SetData element to set this value to a supplemental table created to collect this information. The supplemental table can then be exported on a daily basis.

C. An export of the profile list can be done on a daily basis. From this file, the Opt-In and Opt-Out can be extracted using a tool such as Excel.

D. An Event Data Feed export can be created to run on a daily basis with Opt-In and Opt-Out event types selected.

Answer: D

Question #:10

When identifying your target audience for IP warm up, which type of email addresses should you avoid and why?

A. Avoid sending to subscribers who have opened or clicked in the last few days because they may not respond to an email message again so soon.

B. Avoid sending to subscribers who have recently opted-in because they do not have a proven history of engagement.

C. Avoid sending to subscribers who are also receiving transactional emails because they may unsubscribe because they are likely to feel over-messaged from your brand or company.

D. Avoid sending to addresses that have not registered an open or a click in the last six months because