

Oracle 1Z0-477 Exam

Volume: 71 Questions

Question: 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

Question: 2

Using Email Message Designer, identify two HTML tags that you can use to create a dynamic region for an email campaign. (Choose two.)

- A. <dynamicregion>
- B. <div>
- C.

- D. <td>

Answer: B,C

Question: 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. <#-- and -->
- C. <comment> and </comment>

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D. <<-- !~ -->

Answer: B

Question: 4

For the email campaign you are designing in EMD, the first line of the HTML creative must include the first name of the subscriber. The first name attribute is FNAME and is located in the profile list that is called CONTACTS.

Which option displays the correct RPL syntax?

- A. \$CONTACTS.FNAME
- B. #FNAME. CONTACTS
- C. \$ {CONTACTS.FNAME}
- D. FNAME (\$CONTACTS)

Answer: A

Question: 5

You have a requirement to create a program that allows for the same RIID_ to have multiple enactments in it, each with a unique enactment value.

What should you use to accomplish this?

- A. This is not possible, because RIID_ is the only variable that can be used as an identifier for a program.
- B. This is not possible, because only one RIID_ can be in a program at a time.
- C. Custom Event
- D. Entry Tracking Variable
- E. Custom SQL Variable

Answer: D

Question: 6

Your client wants to be able to analyze the marketing campaign performance in Insight reports

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broken down by two criteria available in the profile list (Gender and Country). You created the Segment Group following the directions in the Help documentation, but when you run the Insight reports, the Segment reports display “undefined”.

What is the reason for the failure?

- A. You did not declare the fields used to define the segment groups in the Data section of the campaign workbook.
- B. You don't have the segment group feature enabled in the Account Administration settings.
- C. You did not select and assign the segment group in the Campaign settings of the campaigns to be analyzed by the segment criteria before launching the campaign.
- D. You should have created a corresponding filter for each rule set to be used to identify the segment group.

Answer: C

Question: 7

You are planning an integration of Salesforce.com and Responsys. You navigate to the Account Administration screen to configure the access to Salesforce.com, but the configuration options are not available.

What is the reason for this?

- A. You need to work with Salesforce.com technical resources to configure the gateway to Responsys from within the Salesforce.com application.
- B. You need to create a new user specifically for Responsys from within the Salesforce.com application.
- C. Responsys Customer Support must first enable the Salesforce integration functionality before the Account Administrator can configure the access between Salesforce.com and Responsys.
- D. You must first create a new Salesforce Connect job to enable the automated data feed between the Salesforce.com and Responsys contacts lists.

Answer: C

Question: 8

Your customer needs to capture information about subscribers that clicked on links categorized as blue eyeglasses products, so that they can then send them a follow-up promotional email.

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How can you configure this in Responsys?

- A. In Message Designer, click the Link tracking button. You can create a link object for blue glasses. Apply this object to all open programs that use current campaigns.
- B. In the Link Table screen, open the Categories Designer window. Use the categories designer; create a blue glasses object that can be associated with all the link tables in Responsys and assign it to all current campaigns. You can use this link category in creating a filter definition.
- C. In the Account Management screen, select Set link tracking preferences and create a link category for blue eyeglasses. Set this category in link tables for any link regarding blue eyeglasses. You can use this link category in creating a filter definition.
- D. In the HTML of all campaign assets, the <a href> tag must use the ATR attribute inside the tag. The value of the attribute can be a value that will define that the link is meant for blue eyeglasses. In Responsys, use the link evaluator and enter the value of the attribute.

Answer: B

Question: 9

Which statement is true about how you must configure a Responsys Profile list so you can begin sending Mobile SMS campaigns?

- A. You only need to define the COUNTRY_ code if you are sending SMS messages to subscribers outside of the default country setting for your account.
- B. You can only modify profile lists used for mobile campaigns through Connect uploads.
- C. You can use the same Profile list for mobile campaigns that you are currently using for email campaigns.
- D. All the data that you need to use to personalize mobile messages must be stored as columns in the Profile list.

Answer: C

Question: 10

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.

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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

Question: 11

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

Question: 12

You want to access cart and browse abandonment events on your ecommerce website and launch personalized retargeting marketing programs to your known users.

How can you use Rapid Retargeter to capture and expose the events in Responsys in order to accomplish this?

- A. Pass the event data into a Responsys supplemental table near real time with an API call. Backend tables are then automatically updated, so you can use Filter Designer for targeting.
- B. Write the event data into external tables. Batch upload the data into a Responsys supplemental table via Connect every hour and then use SQL to pull data for personalization.