# QUESTIONS & ANSWERS

Kill your exam at first Attempt

## Oracle

# 1Z0-477

*Oracle Responsys Marketing Platform Cloud Service 2017 Implementation Essentials*

**QUESTION:** 64
When you add a Conversion Tracking Tag to a Conversion Acknowledgement page, each time a visitor completes a transaction, conversion credit will be attributed to the sourcing campaign by default. Which name-value pair should you append to the Conversion Tracking Tag to clear the cookie in order to eliminate potential duplicate reporting?

A. action=last
B. tracking-once
C. tracking=first
D. action=single
E. action=once

**Answer:** B

**QUESTION:** 65
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

**QUESTION:** 66
You just completed putting all the HTML and RPL into the Email Message Designer (EMD). You want to see how Responsys will render this code. What should you do to see this?

A. Click the Preview button, which has the eye icon on it.
B. Select Workbook > Test.
C. Click the Render button.
D. Click the Version Test button.

**Answer:** A

**QUESTION:** 67
Your new Responsys customer wants to begin sending email campaigns.
Which three practices should they employee 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:** 68
You are designing a messaging campaign that needs personalization data for your contacts from a supplemental data source. How should you join or reference data from the table?

A. After you have defined the relationship between a profile list and a supplemental table, the only way you can change or undo it is to delete the supplemental table and redefine it.
B. The number of records in the supplemental table cannot exceed the total number of records in the profile list.
C. You must make sure that a Data Extraction Key field matches an existing field (in name and type) in a table being used for the campaign.
D. You must have a one-to-one relationship between a profile list record and a record in the supplemental table.

**Answer:** D

**Reference**
http://www.relationshipone.com/blog/ready-rock-responsys/

**QUESTION:** 69
You need to set up a program to enable an enactment to follow down one of two paths in a program based on a criteria match which determines what branch to follow down. You dragged the Allocation Switch onto the canvas, but it is not allowing you enter conditions. What should you have used?


A. Data Switch
B. Entry Tracking Variable
C. Timer Event
D. Stage Gate
E. Conditional Branchlet


**Answer:** B


**QUESTION:** 70
Your client wants to ensure that their Event Data Feeds are secure while the files are stored on the server. What step should you take to encrypt the files?


A. Import a private encryption key the customer created to be used when the export runs.
B. Import a public encryption key the customer created to be used when the export runs.
C. Create new credentials specifically for the export job that no one knows and that passes the Responsys password integrity checker.
D. Create a Responsys security key in the Account Administration screen. Import this key when creating the export.


**Answer:** D


**QUESTION:** 71
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

*Kill your exam at First Attempt....Guaranteed!*