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### What Client's Say

“ There are some less than 8 new questions, so this 70-695 dump is still mostly valid. Wrote the exams today and passed. ”

Timothy ★★★★★

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**Exam** : **1z0-1032-22**

**Title** : Oracle Responsys Marketing  
Platform 2022  
Implementation Professional

**Vendor** : Oracle

**Version** : DEMO

**NO.1** What steps should you perform to create conditional logic that uses Entry Tracking variables to control the path an enactment will follow?

- A.** Create the Entry Tracking variable, configure how to populate the value, and then code an IF/ELSE RPL statement in the campaign.
- 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 configure an Entry Tracking Variable element that uses conditions.
- D.** Create a Standard Filter Definition, configure a Data Switch, and then create a Program Entry Variable Filter Definition.

**Answer:** B

**NO.2** You need to comment your RPL code so that it doesn't get generated in the source HTML for a campaign.

- A.** <<-- !~ -->
- B.** <!-- and -->
- C.** <comment> and </comment>
- D.** <!-- and -->

**Answer:** B

**NO.3** In every email, your client wants to provide a link so customers can download their latest menu. They want to serve this from the Responsys content library, updating the document periodically.

How can they accomplish this?

- A.** Upload the document into the Content Library. Right-click the document and select Copy Link. Insert this link into every email document. Upload and overwrite this document as needed.
- B.** Upload the document into Manage Hosted Content, then publish. Insert this URL into every email document. To update, unpublish the document, upload the current version with the same name, and publish.
- C.** Upload the document into the Content Library. From the document pull-down menu, select Create Embeddable URL and copy the URL into every email. Upload and overwrite this document with the most current version as needed.
- D.** Your client must host and update the document from their own content server and provide the URL to Responsys. In the Responsys email documents, use the ServeURL function to reference the document as needed.

**Answer:** C

**NO.4** 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 Account Administration screen, there is a section "Accepted Delimiters". Change this default to tab.

**C.** In the export wizards, under the Source section, select the option "Comma delimited".

**D.** In the Account Administration screen, there is a section "Fields are delimited by", Change this default to tab.

**Answer:** A

**NO.5** 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.** The campaign launch will error out when Responsys detects multiple matches with the CONTACTS list from the ORDERS table.

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

**C.** 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.

**D.** 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.

**Answer:** C

**NO.6** You were in the middle of implementing a new campaign when you were pulled out of it to handle another priority. You now have time to return to configuring the campaign requirements, but are not sure what requirements you completed and what still need to be addressed.

What steps should you take to understanding the remaining issues that require further configuration in Responsys?

**A.** Navigate to the Version Test screen and click the Workbook button.

**B.** Navigate to the Workbook and click the Validate button.

**C.** Navigate to the Workbook and click the Version Test button.

**D.** Navigate to the Workbook and click the EMD button.

**Answer:** C

**NO.7** 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 = Total Clicks, Interval = 3 days

**B.** Measure = Responders, Interval = 3 days

**C.** Measure = Responders, Event Date = 3 days

**D.** Measure = Unique Conversions, Event Date = 3 days

**E.** Measure = Single Clicks, Sent Date = 3 days

**Answer:** A