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Oracle

1Z0-1032-26

**Oracle Responsys Marketing Platform 2026 Implementation
Professional**



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Product Version

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Latest Version: 6.0

Question: 1

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: 2

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: 3

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

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

Question: 4

A subscriber opens an email with Conversion Tracking on, clicks a link, but does not purchase. The next day, this subscriber receives a second email with Conversion Tracking on with a follow-up offer, clicks a link, but still does not purchase. The subscriber bookmarks the URL, and on the third day, returns to the webpage and finally makes a purchase.

Assuming the conversion cookie is not deleted, how will the transaction be tracked or attributed?

- A. Because the final purchase was made by a visit directly to the webpage, the purchase is considered a web transaction and no email attribution is registered.
- B. The purchase transaction is attributed to the first campaign that the recipient opened and clicked.
- C. The purchase transaction is attributed to the second campaign (most recent) that the recipient opened and clicked.
- D. The purchase transaction is attributed to both email campaigns.

Answer: C

Question: 5

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 they may be likely to hit the spam button or be spam traps.

Answer: D

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