

QUESTION: 1

You built a seed group with three records to test combinations of data during campaign proof testing. All fields required for personalization are populated with test data. But when you try to preview or proof launch a promotional email campaign, an error message states that the proof list is empty. Why is this happening?

Option A :

You must have missed populating some of the fields being used for personalization in the records. Check the data in the seed group for completeness.

Option B :

The seed group is corrupted. You must delete and re-create the seed group with the test data desired.

Option C :

You can only launch emails to a seed list; you cannot preview or send a proof launch to the seed list records.

Option D :

When the EMAIL_PERMISSION_STATUS value for records in a seed group is set for O for Opt out, Responsys will suppress displaying personalization in preview mode or sending emails to those contacts. Confirm that EMAIL_PERMISSION_STATUS is set to I for Opt In.

Correct Answer: A

QUESTION: 2

You're creating an Opt-In form for your client. After a new customer submits the subscription form, you want to wait for 24 hours and then send them a follow-up email with a discount offer. How should you create a form rule to accomplish this?

Option A :

Create a form rule to trigger a custom event. Set up a program to listen for this customer event, wait for 24 hours, then send the follow-up email offer.

Option B :

Create a form rule that directs the new customer to a URL so they can enter their email address and request the discount coupon.

Option C :

Create a form rule to populate a table with the submitted data, then schedule a campaign 24 hours later to send all newly entered subscribers the follow-up email.

Option D :

Create a form rule that schedules a transactional email campaign with the offer 24 hours after each form submission.

Option E :

Create a form rule to trigger a follow-up email message to the form submitter. In the form rule, specify a 24-hour delay before sending the email.

Correct Answer: A

QUESTION: 3

You created a specific filter for the individuals that you want to send a campaign to. What are the steps to define this filter to be used in a campaign?

Option A :

Locate the campaign in the Manage Campaign section, navigate to the Campaigns workbook, and configure the filter in the Proofing section.

Option B :

Navigate to the Program Designer, select the Testing tab, open the program that uses the campaign, and select the filter from the Program Settings.

Option C :

Navigate to the Program Designer, open the program that uses the campaign, and select the filter from the Program Settings.

Option D :

Locate the campaign in the Manage Campaign section, navigate to the Campaigns workbook, and assign the filter in the Audiences section.

Option E :

Go to the Data Sources section, select the Filters tab, and then select the campaign from the listing.

Correct Answer: D

QUESTION: 4

Your new Responsys customer wants to begin sending email campaigns. Which three practices should they employ for their IP address warm-up process? (Choose three.)

Option A :

Test out a new re-engagement email campaign by sending emails to lapsed or nonengaged subscribers.

Option B : Send carefully planned content to highly engaged recipients.

Option C : Minimize complaints and bounces to establish a good reputation with each ISP.

Option 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.

Option 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.

Correct Answer: A,B,C

QUESTION: 5

What three actions must you take to set up your new IP for deliverability success with your major ISPs? (Choose three.)

Option A :

Do everything possible to remove lapsed, bounced, or old email addresses to increase the possibility of getting your emails into the inbox.

Option B : Set up a backup IP address so you will get through to the inbox even if you are blocked by an ISP.

Option C : Automate the daily delivery of Insight Deliverability reports for your warm-up campaigns, especially the Feedback Loop reports to check on true spam complaint rates.

Option D :

Ensure that your warm-up audience lists consist of recently opted-in, opened/clicked within the last few months, or are known brand advocates.

Correct Answer: A,B,C