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

Answer: B

Question No. 2

After implementing and launching a campaign, you want to watch real-time opens and clicks in order to give a quick report to the executive management.

Where should you retrieve these results and what step should you take to provide the management with the reporting information?

- **A.** In the Campaign Workbook, in the Campaign Setting section, select the Edit active links for this launch link and copy the URL and then provide it to the management.
- **B.** In the Campaign Workbook, use the Analyze Deliverability functionality. Select the Edit active links for this launch link and copy the URL and provide it to the management.
- **C.** In the Program Designer, using the Analyze Report feature. Select the Edit active links for this launch link and copy the URL and provide it to the management.
- **D.** View a Live Report for the campaign. Click the Generate Distributable Live Report URL. Provide the URL to the management to facilitate access to the Live Report.

Answer: B

Question No. 3

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?

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

Answer: E

Question No. 4

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 No. 5

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

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