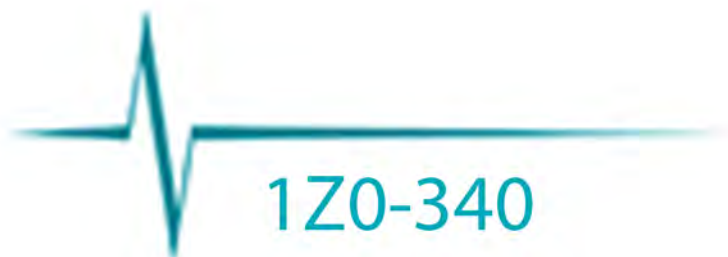


ORACLE



Oracle Eloqua Marketing Cloud Service Implementation Essentials



EXAMKILLER

Help Pass Your Exam At First Try

Total Question: 60 QAs

Question No: 1

Which two roles are recommended to participate during configuration implementation? (Choose two.)

- A. Eloqua Sales Users
- B. Eloqua Marketing Managers
- C. Eloqua Executive Sponsors
- D. Eloqua Power Users
- E. Eloqua Administrators

Answer: D,E

Question No: 2

Which Default Update Logic would you choose if the client would like the Salesperson contact field to be updated even if the new value is blank? (Choose the best answer.)

- A. update if new value is not blank
- B. update if new email address
- C. always update
- D. update if blank

Answer: D

Question No: 3

A contact has multiple values populated within the "Interest Area" multiselect field in Eloqua. However, when you go to the contact record, no values are highlighted.

Which two are reasons for this? (Choose two.)

- A. The values populated are lowercase, whereas the values within the picklist are proper case.
- B. The values are correct but they are delimited with a comma,
- C. The values are correct but they are delimited with a double colon ::
- D. The values populated do NOT match the values within the picklist.

Answer: B,D

Question No: 4

Which two frequency options are NOT available in the drop down when creating Agents? (Choose two.)

- A. Monthly
- B. Weekly
- C. Once
- D. Quarterly
- E. Bi-Weekly
- F. Daily
- G. Never

Answer: D,E

Question No: 5

On which domain in an Eloqua email is Domain Key Identified (DKIM) signing performed? (Choose the best

answer.)

- A. User email address
- B. "Reply-To" email address
- C. Subsite domain
- D. "From" email address
- E. "To" email address

Answer: D

Question No: 6

While using the Contact Washing Machine app for a data normalization project, which action would allow you to combine the value from two separate fields into one? (Choose the best answer.)

- A. Math
- B. Replace
- C. Lookup
- D. Compost

Answer: C

Question No: 7

What does Oracle Eloqua use to find the optimal time to send emails to each individual contact with the Send Time Optimization feature? (Choose the best answer.)

- A. historical open data
- B. average engagement rate
- C. current click rate
- D. anticipated open data

Answer: A

Question No: 8

What occurs after a campaign reaches its end date? (Choose the best answer.)

- A. The campaign returns to draft mode, and users can reactivate it after changing the end date to a later date.
- B. The campaign continues to flow contacts through until it is manually deactivated by a user.
- C. The campaign becomes read-only, and campaign activity is no longer tracked.
- D. The campaign becomes read-only, and campaign activity is tracked for another 12 months.

Answer: D

Question No: 9

Which two are use cases for using Data Import and Export features? (Choose two.)

- A. a scheduled import of external data to Contacts or Accounts
- B. a scheduled export of Custom Object data
- C. a scheduled export of Activity data
- D. a scheduled import of external data to a Custom Object

Answer: A,C

Question No: 10

Which three factors negatively affect an IP address' sender reputation? (Choose three.)

- A. high engagement
- B. inconsistent send volumes
- C. recycled spam trap
- D. spam complaints
- E. lists of active contacts

Answer: A,D,E

Question No: 11

When uploading users into Eloqua who will only be used for dynamic signatures, which security group acronym must be used in the SecurityGroup column? (Choose the best answer.)

- A. DSIG
- B. SALE
- C. CADM
- D. EXEC

Answer: D

Question No: 12

Based on the criteria in the Segment Step and Campaign Settings below, when will Contacts be triggered to enter this campaign? (Choose the best answer.)

- A. only when the campaign is first activated, even if they have been in the campaign before
- B. during the hourly segment evaluation, and if they have NOT been in the campaign before
- C. during the hourly segment evaluation, even if they have been in the campaign before
- D. only when the campaign is first activated and they have NOT been in the campaign before

Answer: B

Question No: 13

When creating an email using the Design Editor, which two items are required? (Choose two.)

- A. Personalized From Line
- B. Email Tracking
- C. Email Group
- D. Preview Text
- E. Subject Line

Answer: C,E

Question No: 14

Which three list types are uploaded during Eloqua implementation? (Choose three.)

- A. Geographic Regions
- B. Sales Owners
- C. Master Exclude Domains
- D. Unsubscribers
- E. Hard Bouncebacks

Answer: C,D,E

Question No: 15

After a Data Import has been created and saved, which two import settings can be modified? (Choose two.)

- A. Schedule
- B. Import Name
- C. Import Purpose
- D. Priority Source

Answer: A,D

Question No: 16

Which two features does the Eloqua landing page Design Editor provide for forms? (Choose two.)

- A. Form fields, picklist values, prepopulation, and validation rules are configured in the Design Editor after adding the form to the Landing page.
- B. Existing Eloqua forms brought into the responsive editor will be automatically responsive.
- C. The form's styling, such as field spacing and background color, can be customized in the Design Editor to match your landing page.
- D. The Design Editor allows users to configure forms with an upload feature for contacts to upload files when submitting a form.

Answer: B,C

Question No: 17

Which is considered a transactional email? (Choose the best answer.)

- A. an announcement from the CEO
- B. an exclusive upgrade for existing customers
- C. an offer from a partner
- D. an update to your customer privacy policy

Answer: D

Question No: 18

Do emails sent by the "Send Submitter an Email" from processing step follow contact subscription preferences? (Choose the best answer.)

- A. These emails are considered transactional and will send if a contact is unsubscribed or on the Master Exclude list.
- B. These emails will send depending on the configuration set by the user on the "Send Submitter an Email" processing step.
- C. These emails follow contact subscription preferences and if a contact is marked as unsubscribe. They will not receive the email.
- D. These emails are considered transactional and will send if a contact is unsubscribed, but not to those on the Master Exclude list.

Answer: B

Question No: 19

Your client would like to hold contacts until they open an email, and then send another follow-up immediately after they open it. If the contacts do not open the email, they would like to wait two weeks and then send them to a different campaign.

How would you advise they configure this in the Campaign Canvas? (Choose the best answer.)

- A. Hold all contracts in a two-week step and then determine which action should occur next with a decision step of "Did contacts open email?".
- B. Send contacts to a Program Canvas in order to send a follow-up email and disable the Campaign Canvas.
- C. Send all Contacts to the email step and use Scheduling settings to determine when to send the email.
- D. Add an evaluation period on the decision step of "Did contacts open email?" with an evaluation period of two weeks.

Answer: C

Question No: 20

Which scenario would require a custom subscription management page? (Choose the best answer.)

- A. managing contact-level security
- B. managing multiple brand identities
- C. ongoing data cleansing
- D. enabling sales tools

Answer: B

Question No: 21

It is 7:00 PM and you notice you have received numerous error notification emails regarding the Import of Leads into Eloqua between the hours of 3:00 PM and 5:00 PM, no error notifications have been received since 5:00 PM and the integration has been running successfully since 5:00 PM.

Which statement is true? (Choose the best answer.)

- A. The lead Import needs to be manually run for the hours between 3:00 PM and 5:00 PM.
- B. Disable and enable the Contact import and rerun the Account Import.
- C. All leads have been imported since the last successful upload.
- D. Create another Lead import to specifically import those records between 3:00 PM and 5:00 PM.

Answer: D

Question No: 22

In which two ways can you create a view within Eloqua to show select contact field and account field values together? (Choose two.)

- A. Choose "View Account Details" within the settings of a shared list containing the contacts you chose
- B. Create a custom contact report within Insight, pulling in attributes from the account table
- C. Within the "Fields and View" window, you can link a contact view with an account view that will show both field sets when selected.
- D. Within the "Fields & View" window, you can create a customized view containing both contact and account fields.

Answer: C,D

Question No: 23

Which is NOT a good use case for email groups? (Choose the best answer.)

- A. limiting the frequency of emails
- B. supporting different organizations
- C. managing different content types for email
- D. enabling Sales with custom Engage templates