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Oracle Eloqua CX Marketing 2020 Implementation Essentials

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QUESTION 1

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

Correct Answer: D

QUESTION 2

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

Correct Answer: ADE

QUESTION 3

An integration updates a custom data object that uniquely maps to contacts within Eloqua using an email address. When net-new contacts are created via the integration, the contact is created with the accurate field values. However, subsequent updates to mapped fields of the custom object records are NOT reflected on the contact.

What is the cause of this? (Choose the best answer.)

A. You cannot update field values on the contact table from a custom object record.

B. The "Save to Contact Table" processing step within record services is NOT enabled.

C. The "Update Existing Record or Data Object" processing step within services is NOT enabled.

D. The field mapping within the custom object is configured incorrectly.

Correct Answer: D

QUESTION 4

When contact labels are assigned, which contacts can enter a campaign? (Choose the best answer.)

A. only contacts assigned to the user who activated the campaign

B. contacts assigned to the user who activated the campaign and the Admin security group

C. only contacts assigned to the user who created the campaign

D. contacts assigned to the user who created the campaign and the Admin Security group

Correct Answer: A

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/ContactSecurity/ ContactSecurity.htm

QUESTION 5

You need to ensure that customers receive critical notices related to their purchase. How should this be handled? (Choose the best answer.)

A. With an Email Group that is not displayed on the preference center

B. With a program that re-subscribes customers who have unsubscribed from emails

C. With Contact Level Security applied to those contacts

D. With default asset permissions applied to those emails

Correct Answer: C