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Oracle Eloqua CX Marketing 2020 Implementation Essentials

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**QUESTION 1**

Which two statements are true about the relationship between contacts and custom objects records in Eloqua? (Choose two.)

- A. A custom object record in a custom object can only link to one contact.
- B. Many contacts can link to the same custom object record in a custom object.
- C. A contact can link to only one custom object record in a custom object.
- D. A contact can link to more than one custom object record in a custom object.

Correct Answer: AD

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

QUESTION 2

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 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.

Correct Answer: BD



QUESTION 4

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 and View" window, you can create a customized view containing both contact and account fields.

Correct Answer: CD

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/IntegrationWithSFDC/EQtoSFDCSync/CloningSalesforceFields.htm

QUESTION 5

Which two are examples of implementation workbooks? (Choose two.)

- A. Lead Scoring workbook
- B. Subscription Management workbook
- C. Security Settings workbook
- D. Branding and Deliverability workbook
- E. Current Asset and Campaign workbook

Correct Answer: DE

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