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Oracle Eloqua Marketing Cloud Service 2019 Implementation Essentials

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QUESTION 1

Your client is building a Campaign Canvas and receiving a draft error of "Campaign Contact re-entry Error".

Why are they receiving this error?

- A. Contacts are never allowed to enter the campaign more than once, even if they appear in the segment again.
- B. The "Allow contracts to enter the campaign more than once" setting and the "Add members regularly until campaign is deactivated" segment option have been selected.
- C. Contacts are appearing in multiple segment blocks in the segment, and the system has added the contact more than once because they qualified in multiple filters.
- D. The "Allow contacts to enter the campaign more than once" setting has been selected, but contacts in the segment do not qualify to enter the campaign.

Correct Answer: B

Reference: <https://community.oracle.com/thread/4209660>

QUESTION 2

Which is a component of a standard CRM integration?

- A. the creation of new accounts in CRM
- B. the automatic creation of a sales user in Eloqua
- C. the automatic sync of Eloqua Lead Score changes in CRM
- D. the creation of new contacts in Eloqua

Correct Answer: C

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

QUESTION 3

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

QUESTION 4

After integrating an Eloqua form externally on a client's website, the form is NOT capturing submissions in Eloqua.

Which two statements could be the cause of the issue with form integration? (Choose two.)

- A. The HTML name of the form in Eloqua has the exact same HTML name of the form asset in Eloqua.
- B. "Must contain a valid number of characters" is set and the submitter is entering more characters on the webpage.
- C. The Eloqua form has a required field but the website is NOT reflecting that this field is required.
- D. The Eloqua form is active and in use on another external webpage or Eloqua landing page.

Correct Answer: BC

QUESTION 5

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

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

Correct Answer: E

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