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Oracle Eloqua Marketing Cloud Service 2019 Implementation Essentials

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QUESTION 1

How do you define a sender's mailing IP reputation?

- A. a score based on how many people "liked" the sender on Facebook and clicked through to the landing page
- B. the number of email recipients that do NOT unsubscribe from emails and update their email preferences
- C. a measure of the sender's mailing deliverability, based on complaints, blacklisting, bouncebacks, and spam traps
- D. the value put on the email recipients' well-received comments from the message content

Correct Answer: C

QUESTION 2

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

QUESTION 3

Which is NOT considered a standard data object in Eloqua?

- A. Opportunities
- B. Accounts
- C. Contacts
- D. Leads

Correct Answer: A

QUESTION 4

Which is considered a transactional email?

- A. an offer from a partner



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

Correct Answer: D

QUESTION 5

Which levels of settings can be used to manage contact permissions and preferences?

- A. email defaults and signature rules
- B. contact-level security and email groups
- C. email footers and confirmation pages
- D. global subscribe and email groups

Correct Answer: B

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