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Oracle Eloqua Marketing Cloud Service 2019 Implementation Essentials

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QUESTION 1

Which is NOT considered a standard data object in Eloqua?

A. Opportunities

B. Accounts

C. Contacts

D. Leads

Correct Answer: A

QUESTION 2

If a contact\\'s profile information stays the same and they are NOT active, which Lead Score change could occur?

A. A4 to D4

B. B1 to C3

C. C3 to C4

D. A2 to C1

Correct Answer: A

QUESTION 3

You have activated a new program on the Program Canvas to time stamp the "Most Recent Event Attendance" date field for event attendees. A segment has been created to pull in recent event attendees into the program. Upon review, you notice that the event attendees for a particular event are entering the program every day and being restamped.

What is the cause for this?

A. The Listener was created using a shared list and the Re-evaluation Frequency was set to 1 Day(s).

B. The "Allow contacts to enter the program more than once" check box was selected upon activation.

C. The Re-evaluation Frequency was not set upon activation and so it defaulted to 1 Day(s).

D. The segment was created using a shared list and the Re-evaluation Frequency was set to 1 Day(s).

Correct Answer: A

QUESTION 4

Your client wants to send a notification email to the assigned sales representative of the contact submitting the form.

Contacts have one of 2,000 possible sales representatives\\' names assigned to them within the Salesperson contact field.

How do you configure this?

A. Send form submitter to a custom object that has a data services step to direct the newly created record to a Program Canvas to send emails.

B. There is no functionality that currently exists in Eloqua to configure this solution, and your client would require custom coding.

C. Send form submitter to a Campaign Canvas and send an email using a signature rule, where Salesperson is the key identifier.

D. Create a picklist of sales representatives\\' email addresses and the corresponding Sales Rep contact field, and use the "Send Notification Email" processing step.

Correct Answer: D

QUESTION 5

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