



1Z0-412^{Q&As}

Oracle Eloqua Marketing Cloud Service 2013 Implementation Essentials

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**QUESTION 1**

Refer to the Exhibit.

String Manipulate - Contact Identity Source

Email Address (input Eloqua credentials and save)

Select the Contact fields that hold the Input Data: (input Eloqua credentials and save)

Input String (input Eloqua credentials and save)

Choose the Contact field to store result data in: (input Eloqua credentials and save)

Returned Value (input Eloqua credentials and save)

QR Code

You are configuring the String: Manipulation From Tool App and are unable to select Eloqua fields on the mappings screen (as shown). You confirm that the Eloqua credentials are valid and that Eloqua has API Access enabled. What do you do to resolve this?

- A. Run the CRM Integration Setup.
- B. Create a dedicated Eloqua user for configuring apps.
- C. Add the "API Users" Security Group to your Eloqua user.
- D. Request access to this app by contacting Eloqua Product Support.

Correct Answer: B

QUESTION 2

You want to log Eloqua Engage emails in CRM with the email sender as the task owner. What needs to be done?

- A. The email sender must log in to Engage by using the Individual's CRM credentials.
- B. The email sender must exist as an Eloqua contact with the individual's CRM User ID.
- C. The email sender's Eloqua user account must have the CRM User ID entered.
- D. The email sender must trigger an Eloqua Internal event through the Engage Activity Report.



Correct Answer: B

Reference:

QUESTION 3

You are a customer Administrator. You create a new campaign and want to restrict who is able to edit, delete, and activate the campaign. What do you do after saving the campaign?

- A. From the campaign, edit access from the "Settings" menu option.
- B. From the campaign, edit access from the "Permissions" menu option.
- C. From the Setup > Users area, edit access to Asset Creation in Security Group Overview.
- D. By default, only the creator of the asset has full access and no further action is required.

Correct Answer: C

Reference:

https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/SecurityGroups/Tasks/ConfiguringAssetCreationSettings.htm

QUESTION 4

What does "Term\\" in the Search Activity section of Eloqua Profiler refer to?

- A. The last query string in a browser's search URL
- B. The search term typed into a search engine before being directed to an Eloqua tracked page
- C. The agreement term between Eloqua and the search engine
- D. The term extracted from Google Analytics

Correct Answer: B

Reference:

<https://community.oracle.com/docs/DOC-899158>

QUESTION 5

What are two ways to format the look-and-feel of a graph's series, for example, change the color and transparency of bars in a bar graph or pie slices in a pie graph?

- A. Template dialog box
- B. Graph tab



C. Report Options dialog box

D. Format: Graph dialog box

E. Values dialog box

Correct Answer: AC

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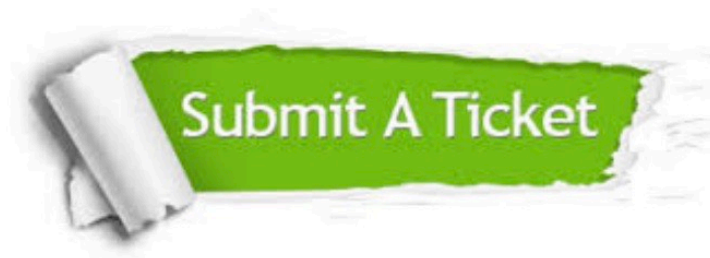
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