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Oracle Eloqua Marketing Cloud Service 2013 Implementation Essentials

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QUESTION 1

Where is drilling on a report disabled?

- A. Report Objects window
- B. Template dialog box
- C. Graph dialog box
- D. Report Options dialog box
- E. Values dialog box

Correct Answer: E

QUESTION 2

What happens when the "Unsubscribe from Eloqua" web link is clicked on a CRM record?

- A. The Eloqua Subscription Management page opens in a new window.
- B. The Email Opt Out check box is selected on the CRM record, the CRM record is pulled into Eloqua during the next auto sync, and then the record is globally unsubscribed in an Eloqua program.
- C. The record is globally unsubscribed in Eloqua via an internal event, which triggers the Email Unsubscribe external call, which then selects the Email Opt Out check box on the CRM record.
- D. The CRM record is pulled into Eloqua during the next auto sync, and then the record is globally unsubscribed in Eloqua via an internal event, which triggers the Email Unsubscribe external call, which then selects the Email Opt Out check box on the CRM record.

Correct Answer: B

Reference:

<https://community.oracle.com/community/topliners/do-it/blog/2012/09/03/effectively-removing-records-from-eloqua>

QUESTION 3

You are configuring the high value web content page tag and do not see a .pdf URL on the site map. You verify that the link to the pdf on the website has the correct Eloqua tracking. What is the solution?

- A. Create a subsite to track the .pdf
- B. Visit the URL and update the Eloqua Site Map
- C. Upload the .pdf to Eloqua Content Assets
- D. Ask the client to add Eloqua tracking scripts to the .pdf



Correct Answer: C

QUESTION 4

You are mapping the fields in the "Create Lead" external call, but do not see "Lead Source Most Recent" on the list of CRM fields. After confirming with the client that they have created the field in CRM with the appropriate security settings, what do you do?

- A. Re-run the CRM Integration Setup wizard.
- B. Reset the CRM Integration User password.
- C. Contact Eloqua Product Support to make the field visible in Eloqua.
- D. Refresh the list of CRM fields from the field mapping screen.

Correct Answer: B

QUESTION 5

When creating a new Data Export to an Eloqua-hosted URL, which two settings are configurable?

- A. File Name
- B. Port Number
- C. Row Delimiter
- D. File Size

Correct Answer: BC

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