



1Z0-412^{Q&As}

Oracle Eloqua Marketing Cloud Service 2013 Implementation Essentials

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QUESTION 1

You submit a form and you are created as a new contact in Eloqua. When is your lead score calculated?

- A. Immediately
- B. During the next hourly execution of the Lead Scoring Engine
- C. 24 hours after the score was last calculated
- D. When you next perform an activity that meets any Engagement criteria

Correct Answer: C

QUESTION 2

Which statement is true about changes Insight Analyzers can make to reports for all users to access?

- A. Save changes to standard reports in the folder.
- B. Save over standard reports.
- C. Save changes to standard reports in the folder.
- D. Save to the standard report folders within Reports and Dashboards.

Correct Answer: C

QUESTION 3

When configuring Account Linkage in Eloqua, which field is used to link Eloqua contacts to Eloqua account records?

- A. CRM Account ID
- B. CRM Contact ID
- C. Eloqua Account ID
- D. Special Eloqua Company Match

Correct Answer: B

Reference:

<https://community.oracle.com/community/topliners/do-it>

QUESTION 4

Which Eloqua entity that is used in Closed-Loop Reporting is synced on way, from Eloqua to CRM?



- A. Contact
- B. Campaign
- C. Response
- D. Opportunity

Correct Answer: B

Reference:

<https://community.oracle.com/thread/3666606>

QUESTION 5

Which two datasets are typically sent from the Oracle Eloqua Marketing platform to an integrated CRM system?

- A. Digital marketing activities
- B. Opportunities
- C. Accounts
- D. Campaign data

Correct Answer: AD

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