1Z0-412^{Q&As}

Oracle Eloqua Marketing Cloud Service 2013 Implementation Essentials

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QUESTION 1

You generate and send your client their Eloqua web tracking scripts. You get an email from the client\\'s webmaster asking if anything else is needed to track activity on three other websites. What do you do?

A. Nothing. The same web tracking scripts are used on each website.

B. Generate a unique set of Eloqua tracking scripts for each website.

C. Modify the code of the PutinHeadsection.html file to specify each website domain.

D. Enable Strict Mode Tracking.

Correct Answer: B

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/pdf/AsynchronousVisitorTrackingScri pts.pdf

QUESTION 2

You are building a data standardization program and want to test the program flow before creating the remaining data tools. You have selected the action "Run Update Rule Set"so that you can come back and select update rules after they have been created. When you enable the program, the program checker displays this error message: "the program cannot be enabled because it has not been fully configured."

What do you do?

A. Override and enable the program.

B. Disable the steps that contain actions without Update Rules selected, and then enable the program.

C. Change the steps that contain actions without Update Rules selected to "No Action - Pass Through Step," and then enable the program.

D. Change the steps that contain actions without Update Rules selected to "No Action - Walt specified time," and then enable the program.

Correct Answer: B

Reference:

http://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/ProgramBuilder/ProgramBuilder StepActions.htm

QUESTION 3

Which three entities can a Shared Update Rule be run against?

A. Contacts

B. Accounts

C. Custom Objects

D. Segments

E. Filters

Correct Answer: ABD

QUESTION 4

On which Eloqua data entity is "Company from IP"(used in Eloqua Insight for reporting via s reverse DNS lookup) stored?

A. Contact

B. Account

C. Visitor Profile

D. Campaign

Correct Answer: D

Reference: https://community.oracle.com/community/topliners/do-it

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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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