



1Z0-412^{Q&As}

Oracle Eloqua Marketing Cloud Service 2013 Implementation Essentials

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QUESTION 1

Which two entities can a Validation Rule be run against?

- A. Contacts
- B. Accounts
- C. Custom Objects
- D. Segments
- E. Filters

Correct Answer: AC

QUESTION 2

What happens when you upload a file and a field value does not match the list of values in the Eloqua picklist for that contact field?

- A. The entire list upload fails.
- B. The record is not created in Eloqua.
- C. The record is created in Eloqua but no values are written to the mapped field.
- D. The record is created in Eloqua and the field value from the file is written to the mapped field.

Correct Answer: B

Reference: <https://community.oracle.com/community/topliners/do-it/blog/authors/chorenf>

QUESTION 3

IP Warming is achieved by _____.

- A. Slowly increasing the volume of emails to quality contacts
- B. Configuring DKIM for all email domains
- C. Sending a high volume of emails to valid email addresses
- D. Running deliverability reports for every email sent from Eloqua

Correct Answer: D

Reference: http://www.oracle.com/webfolder/mediateloqua/documents/eloqua_grande_guide_deliverability.pdf

**QUESTION 4**

You are an existing Eloqua contact and receive an email, but you are on vacation for three weeks.

When four lead score re-calculated?

- A. During the next hourly execution of the Lead Scoring Engine
- B. 24 hours after the score was last calculated
- C. When you get back and open or click a link in the email
- D. Immediately

Correct Answer: D

QUESTION 5

Refer to the Exhibit.



In the "Update Event Registration" from processing step, what determines which session of a multi-session event someone is registered for?

- A. The value in the form field that is mapped to the Registrant "Unique Code" field is an exact match to the Unique Code
- B. The value in the form field that is mapped to the Registrant "Unique Code" field contains the Unique Code
- C. The value in the form field that is mapped to the Registrant "City" field is an exact match to the event's Session Name
- D. The value in the form field that is mapped to the Registrant W Held contains the event's Session Name

Correct Answer: B

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