1Z0-412^{Q&As}

Oracle Eloqua Marketing Cloud Service 2013 Implementation Essentials

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QUESTION 1

Which three options can you use to access Eloqua profiler?

A. CRM

B. Direct URL

C. Insight Reporting

D. The Eloqua application

E. Eloqua Profiler iOS app

Correct Answer: ABD

Reference:

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

QUESTION 2

Which statement describes how a custom object record links to contacts?

A. A custom object record can be linked to multiple contact records by using any unique identifier.

B. A custom object record can be linked to a single contact only by using the email address.

C. A custom object record can be linked to multiple contact records only by using the email address.

D. A custom object record can be linked to a single contact record by using any unique identifier.

Correct Answer: D

QUESTION 3

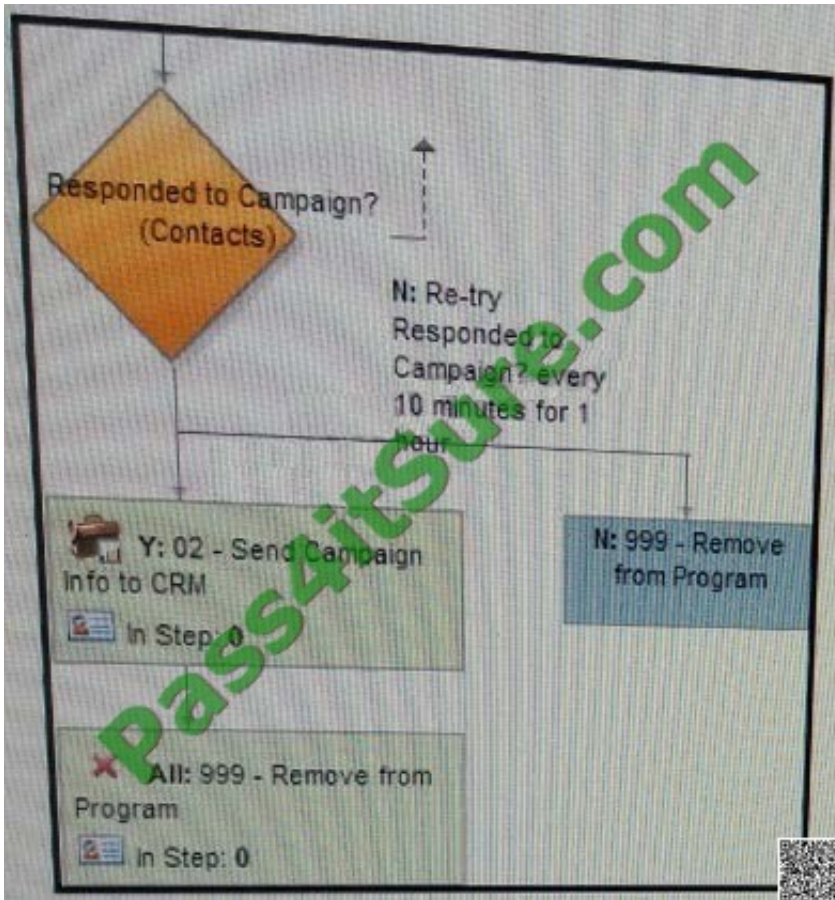How do you associate contacts from a list upload to an Eloqua campaign for the purposes of Closed-loop Reporting?

A. Upload the list directly to the campaign from "Upload External Activities."

B. Add the contacts to a shared list during the list upload.

C. Run the "Get Contacts and Link to Opportunities" auto sync.

D. Enter the CRM Campaign ID in the Eloqua contact field "Last CRM Campaign ID."

Correct Answer: A

QUESTION 4

Refer to the Exhibit.

If a CRM Lead or Contact does not exist at the time program step 02 runs, what happens?

A. The external call re-runs three times.

B. The external call fails and the program is disabled.

C. The external call fails and the Eloqua contact moves on in the program.

D. The external call fails and the Eloqua contact remains in step 02.

Correct Answer: B

QUESTION 5

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/mediaeloqua/documents/eloqua_grande_guide_deliverability.pdf

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