



1Z0-412^{Q&As}

Oracle Eloqua Marketing Cloud Service 2013 Implementation Essentials

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QUESTION 1

When you create Eloqua Contact fields as indicators for Contact Security Labels, why are standardized picklists important?

- A. They provide exact values for the decision rules to match against.
- B. They make it easier to copy the fields.
- C. Program Builder decision rules do not evaluate open text fields.
- D. They are easier to filter on.

Correct Answer: D

Reference:

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

QUESTION 2

What is required to associate revenue from a CRM Opportunity to an Eloqua campaign?

- A. The Eloqua Campaign ID is populated in the CRM Opportunity record.
- B. The Eloqua contact responds to an Eloqua campaign and is included as a Contact Role on the CRM Opportunity.
- C. The CRM Opportunity ID is populated in the Eloqua Campaign Settings.
- D. The Eloqua contact has a campaign ID in the CRM Campaign ID field on their contact record.

Correct Answer: C

Reference:

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

QUESTION 3

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



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

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 6

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 7

Which three components can a field merge be added to?



- A. Email Header
- B. Signature Rule
- C. Email Subject Line
- D. Cloud Component
- E. Lead Score
- F. Form

Correct Answer: BCF

QUESTION 8

Which activity triggers an internal event in Eloqua?

- A. Match rule evaluation
- B. Cloud Connector action step: Register with webinar provider
- C. High value page visit
- D. Segment creation

Correct Answer: B

Reference: http://docs.oracle.com/cloud/latest/marketingcs_gs/OMCBA.pdf

QUESTION 9

You are exporting a list of records for a Direct mail campaign and want to include the PURL. What do you do?

- A. Create a Field Merge for the Contact Field "PURL Name" and include this in the data export.
- B. Create a Contact View with the fields to be included in the data export and Include the Contact Field "PURL Name."
- C. Create a Contact Field "Direct Mail PURL" and upload the PURL values into Eloqua before exporting your list.
- D. Create a Signature Rule and use the Contact Field "PURL Name" as the Key Contact field.

Correct Answer: D

Reference: <https://community.oracle.com/community/topliners/do-it/blog/2012/02>

QUESTION 10

What is the correct filter criteria to identify contacts that has an opportunity created within the last 12 months that is now closed?



A) **Has Linked Record in Custom Object**
Double-click to choose a custom object...

Contacts who have a linked record in custom object...

Opportunities

Remove Add

Opportunity Date Within the Last 12 months
Stage equal to Closed

B) **Has Linked Record in Custom Object**
Contacts who have a linked record in custom object "Opportunities" that matches 1 field condition

Contacts who have a linked record in custom object...

Opportunities

Remove Add

Stage equal to Closed
Opportunity Date Before 08/18/2011

C) **Has Linked Record in Custom Object**
Contacts who have a linked record in custom object "Opportunities" that matches 1 field condition

OR

Stage equal to Closed

Has Linked Record in Custom Object
Contacts who have a linked record in custom object "Opportunities" that matches 1 field condition

Contacts who have a linked record in custom object...

Opportunities

Remove Add

Opportunity Date Within the Last 12 months

D) **Has Linked Record in Custom Object**
Contacts who have a linked record in custom object "Opportunities" that matches 1 field condition

AND

Stage equal to Closed


Has Linked Record in Custom Object
Double-click to choose a custom object...

Contacts who have a linked record in custom object...

Opportunities

Remove Add

Opportunity Date Within the Last 12 months



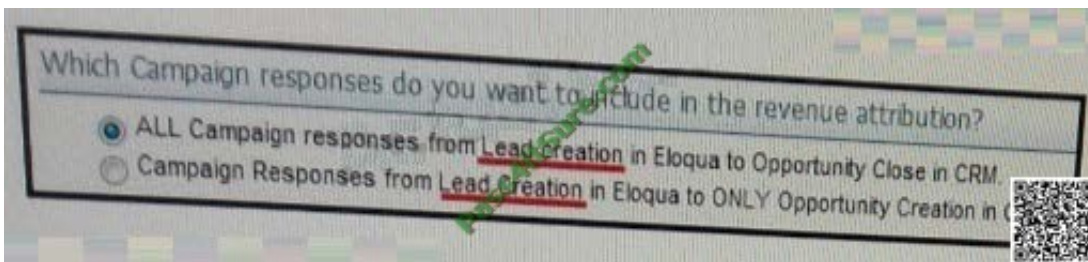


- A. Option A
- B. Option B
- C. Option C
- D. Option D

Correct Answer: B

QUESTION 11

Refer to the exhibit.



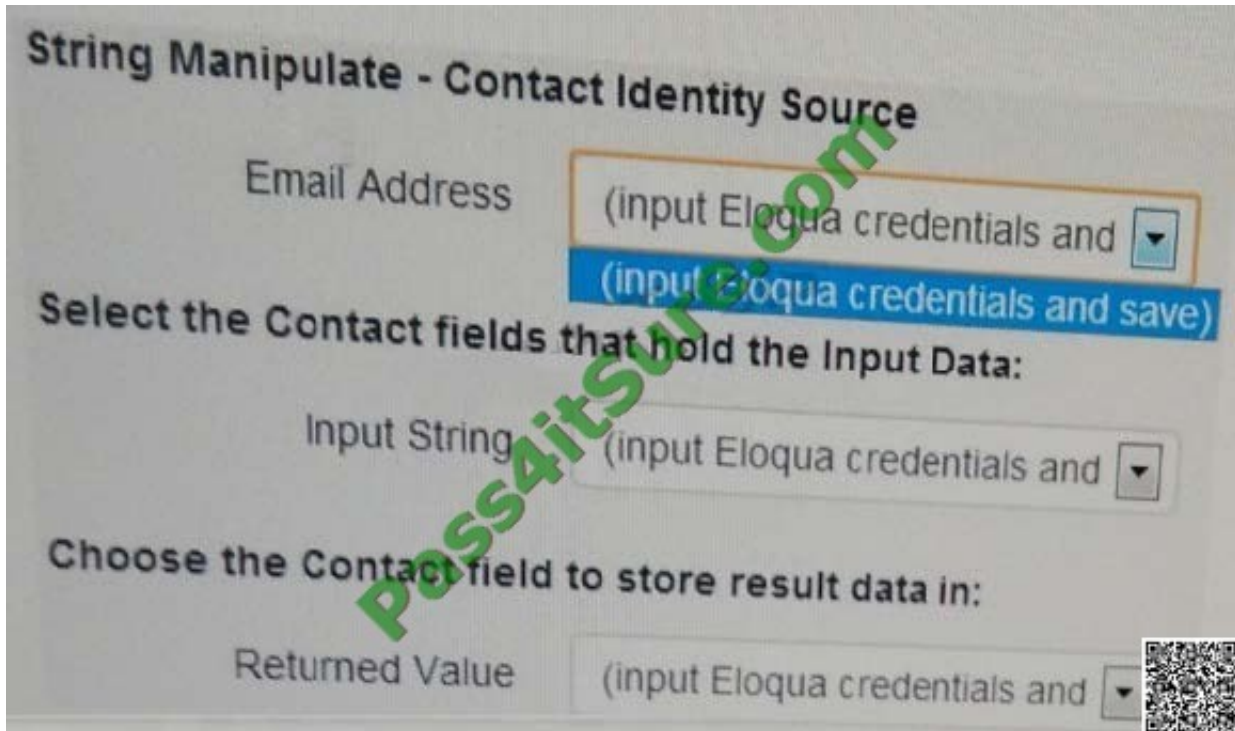
What does Lead Creation refer to?

- A. The Eloqua contact has a linked visitor profile.
- B. The Eloqua contact is associated to a CRM Opportunity.
- C. The Eloqua contact has responded to an Eloqua campaign.
- D. The Eloqua contact record has a value in the CRM Lead ID field.

Correct Answer: B

QUESTION 12

Refer to the Exhibit.



You are configuring the String: Manipulation From Tool App and are unable to select Eloqua fields on the mappings screen (as shown). You confirm that the Eloqua credentials are valid and that Eloqua has API Access enabled. What do you do to resolve this?

- A. Run the CRM Integration Setup.
- B. Create a dedicated Eloqua user for configuring apps.
- C. Add the "API Users" Security Group to your Eloqua user.
- D. Request access to this app by contacting Eloqua Product Support.

Correct Answer: B

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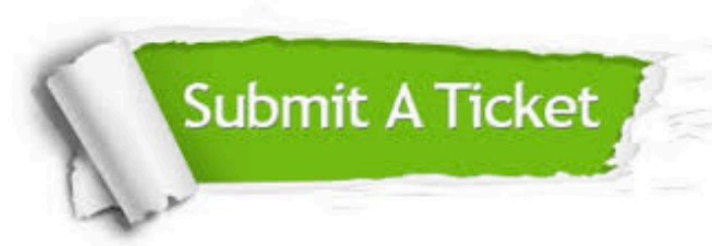
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24x7 Customer Support
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