



Oracle

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Oracle Eloqua Marketing 2023 Implementation Professional

Questions & Answers PDF

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Question: 1

Which three are features of Eloqua Engage?

Response:

- A. Reporting capabilities for Sales to see all email and web visit activity
- B. The ability for Sales to add new contacts to the Eloqua database
- C. The ability for Sales to include attachments in personalized emails
- D. The ability for Marketers to build segments for Sales and deploy emails on their behalf
- E. The ability for Sales to customize and send marketing-approved emails

Answer: ABC

Question: 2

How can you assign specific security permissions to a single user?

Response:

- A. Add the individual to the Users folder under the Group tab, then modify the security settings for that user.
- B. Create that user as a contact, and on the preferences tab in the contact editor window, select the specific security permissions that you would want that person to have.
- C. Navigate to General Settings Configuration in the Security in Settings> Security and assign the necessary permissions.
- D. Create a security group with that specific user on it, and assign it to that user on the user editor window.

Answer: C

Question: 3

Your customer wants to increase the amount of data obtained from gated content. How can this be achieved?

Response:

- A. Use Progressive Profiling to increase data collection from web forms.
- B. Use Advanced segmentation to better target the audience.
- C. Use Dynamic Content to capture additional audience data.
- D. Use Form Validation to improve the quality of incoming data.

Answer: C

Question: 4

How should you configure an external call to work with Custom Object records?

Response:

- A. Create an external call and set the datatype to Data Card.
- B. Create an external call and set the datatype to Custom Record.
- C. Create an external call and set the datatype to Contact, then ensure that linked data objects is selected.
- D. Create an external call and set the datatype to User.

Answer: B

Question: 5

The Eloqua Site ID is used in all tasks below except _____.

(Choose the best answer.)

Response:

- A. determining the POD
- B. setting up form post urls
- C. setting up Eloqua tracking scripts
- D. configuring integration urls

Answer: A

Question: 6

A client wants to set up one subscription page for their consumer brands and another for their enterprise brands. All the emails for both brands use the same three email groups.

How should you configure the subscription management center?

Response:

- A. Use two different custom subscription landing pages that both integrate with the existing email groups.
- B. Use a query string to personalize the URL for the subscription landing page.
- C. Select Split Email Group from the drop-down menu under Setup> Email Groups.
- D. Select Create New Subscription Center under Global Subscription Management.

Answer: A

Question: 7

Your client wants to know which marketing campaigns are influencing the most closed won opportunities. Which report do you recommend?

Response:

- A. Campaign Analysis
- B. Campaign Cost Metrics
- C. Opportunity Overview
- D. Campaign Revenue Analysis

Answer: A

Question: 8

To set up a new SFTP connection in Eloqua, you need to _____.

Response:

- A. Create a new data Import via the Data Import and Export settings, then configure the Server URL, Username, and Password.
- B. Create a new data Import via the Data Import and Export settings, then configure the Document Root, Username, and Password
- C. Create a new data Import via the Data Import and Export settings, then configure the Server URL, Username, and Server Port. The user will be prompted for password on each upload.
- D. Create a new data Import via the Data Import and Export settings, then configure the Server URL making sure you install the relevant SSL certificate.

Answer: D

Question: 9

Which is a component of a standard CRM integration?

Response:

- A. the creation of new accounts in CRM
- B. the automatic creation of a sales user in Eloqua
- C. the automatic sync of Eloqua Lead Score changes in CRM
- D. the creation of new contacts in Eloqua

Answer: C

Question: 10

Your client is ready to activate a second lead scoring model for a new line of business. How do you proceed?

Response:

- A. Activate the new model and begin using both lead scores.
- B. Do a full export of the contact database and all activities.
- C. Pause CRM integration until Sales and Marketing have time to review scoring reports.
- D. Pause CRM integration until at least 24 hours after the new model is activated.
- E. Deactivate the other model that is currently running.

Answer: A



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