Oracle

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Oracle Eloqua Marketing Cloud Service 2019 Implementation Essentials

Questions & Answers PDF

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Question: 1

Which statement is true about IP Warming?

A. It includes familiar branding and messaging in the email content.
B. A dedicated IP address is NOT required.
C. The Campaign Analysis report is the most useful to monitor Spam Unsubscribes during IP Warming.
D. It takes 8 to 12 weeks.

Answer: A

Question: 2

Which is NOT possible within Program Builder?

A. Send an email to an email address within a custom object record.
B. Move contacts to a Listener Step within a Program Canvas.
C. Assign ownership of a contract randomly through a round robin assignment.
D. Add a re-evaluation frequency to a "No" path of every 10 minutes for one week.

Answer: C

Question: 3

Which two will Eloqua accept when uploading an email? (Choose two.)

A. Microsoft Word Document
B. PDF Document
C. Zip File
D. Text File
E. HTML

Answer: CE

Reference:
https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/EmailEditing/HTMLEmail/
CreatingNewEmailsByUploadingHTML.htm

Question: 4

Which Default Update Logic would you choose if the client would like the Salesperson contact field to be updated even if the new value is blank?

A. update if new value is not blank
B. update if blank
C. always update
D. update if new email address

Answer: B

Reference:
https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/ContactFields/Tasks/
CreatingContactFields.htm

Question: 5

Which two statements are true about the relationship between contacts and custom objects records in Eloqua? (Choose two.)

A. A custom object record in a custom object can only link to one contact.
B. Many contacts can link to the same custom object record in a custom object.
C. A contact can link to only one custom object record in a custom object.
D. A contact can link to more than one custom object record in a custom object.

Answer: AD

Reference:
https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/CustomObjects/
CustomObjects.htm

Question: 6

On which domain in an Eloqua email is Domain Key Identified (DKIM) signing performed?

A. "To" email address
B. Subsite domain
C. "Reply-To" email address
D. User email address
E. "From" email address

Question: 7

You are creating a prompted report to be sent on a schedule by an Insight Agent?
What type of filter do you need to create?

A. named filter
B. inline filter
C. prompted filter
D. scheduled filter

Answer: C

Reference:
https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/Insight/Tasks/
CreatingAgents.htm

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