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Oracle Eloqua CX Marketing 2020 Implementation Essentials

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QUESTION 1

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? (Choose the best answer.)

A. update if new value is not blank

B. update if new email address

C. always update

D. update if blank

Correct Answer: D

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

QUESTION 2

When contact labels are assigned, which contacts can enter a campaign? (Choose the best answer.)

A. only contacts assigned to the user who activated the campaign

B. contacts assigned to the user who activated the campaign and the Admin security group

C. only contacts assigned to the user who created the campaign

D. contacts assigned to the user who created the campaign and the Admin Security group

Correct Answer: A

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

QUESTION 3

Which is NOT possible within Program Builder? (Choose the best answer.)

A. Send an email to an email address within a custom object record.

B. Concatenate two fields values into a single contact field using the CWM app.

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.

Correct Answer: C

QUESTION 4

Your client would like to hold contacts until they open an email, and then send another follow-up immediately after they open it. If the contacts do not open the email, they would like to wait two weeks and then send them to a different campaign.

How would you advise they configure this in the Campaign Canvas? (Choose the best answer.)

A. Hold all contracts in a two-week step and then determine which action should occur next with a decision step of "Did contacts open email?".

B. Send contacts to a Program Canvas in order to send a follow-up email and disable the Campaign Canvas.

C. Send all Contacts to the email step and use Scheduling settings to determine when to send the email.

D. Add an evaluation period on the decision step of "Did contacts open email?" with an evaluation period of two weeks.

Correct Answer: C

QUESTION 5

Which three client-requested scenario can you configure natively within an Update Rule in Eloqua? (Choose three.)

A. the contact\\'s Job Role contact field with the value listed in the Role field of a linked custom object record

B. the contract\\'s Job Role contact field with the value listed within the contact\\'s Title field

C. the contract\\'s Job Role contact field with the value matched to the Contact\\'s Title field within a lookup table

D. the contact\\'s Job Role contact field with a static value based on the value within their Title field

Correct Answer: ABC