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Oracle Eloqua CX Marketing 2020 Implementation Essentials

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QUESTION 1

What occurs after a campaign reaches its end date? (Choose the best answer.)

A. The campaign returns to draft mode, and users can reactivate it after changing the end date to a later date.

B. The campaign continues to flow contacts through until it is manually deactivated by a user.

C. The campaign becomes read-only, and campaign activity is no longer tracked.

D. The campaign becomes read-only, and campaign activity is tracked for another 12 months.

Correct Answer: D

Reference: https://docs.oracle.com/en/cloud/saas/marketing/eloqua-user/Help/Campaigns/Tasks/ActivatingAndDeactivatingCampaigns.htm?cshid=ActivatingAndDeactivatingCampaigns

QUESTION 2

Which feature is only available with the Premium Oracle Eloqua Branding and Deliverability package? (Choose the best answer.)

A. Branded image and links

B. Dedicated IP

C. Dkim authentication

D. Branded DNS

E. Custom IP Routing

Correct Answer: E

Reference: http://www.oracle.com/us/corporate/contracts/eloqua-service-descriptions-1958979.pdf (17)

QUESTION 3

In which three ways can contacts be added to Eloqua? (Choose three.)

A. Decision Step

B. Form Submit

C. Update Rule

D. CRM Integration

E. Feeder App

Correct Answer: BCD

QUESTION 4

It is 7:00 PM and you notice you have received numerous error notification emails regarding the Import of Leads into Eloqua between the hours of 3:00 PM and 5:00 PM, no error notifications have been received since 5:00 PM and the integration has been running successfully since 5:00 PM.
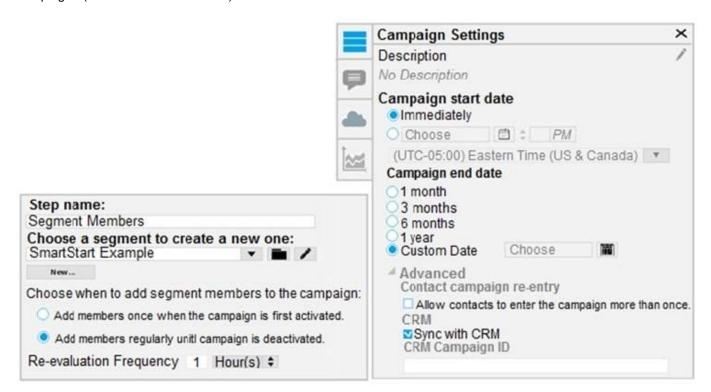
Which statement is true? (Choose the best answer.)

A. The lead Import needs to be manually run for the hours between 3:00 PM and 5:00 PM.

B. Disable and enable the Contact import and rerun the Account Import.

C. All leads have been imported since the last successful upload.

D. Create another Lead import to specifically import those records between 3:00 PM and 5:00 PM.

Correct Answer: D

QUESTION 5

Based on the criteria in the Segment Step and Campaign Settings below, when will Contacts be triggered to enter this campaign? (Choose the best answer.)

A. only when the campaign is first activated, even if they have been in the campaign before

B. during the hourly segment evaluation, and if they have NOT been in the campaign before

C. during the hourly segment evaluation, even if they have been in the campaign before

D. only when the campaign is first activated and they have NOT been in the campaign before

Correct Answer: B

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/GettingStartedTutorials/SegmentTutorial/Step2AddSegmentToCampaign.htm

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