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Oracle Eloqua CX Marketing 2020 Implementation Essentials

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QUESTION 1

The Eloqua Site ID is used in all tasks below except _____. (Choose the best answer.)

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

Correct Answer: A

Reference: <https://docs.oracle.com/en/cloud/saas/marketing/eloqua-user/Help/Administration/Tasks/VerifyingCompanyDefaultInformation.htm>

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 two ways can you create a view within Eloqua to show select contact field and account field values together? (Choose two.)

- A. Choose "View Account Details" within the settings of a shared list containing the contacts you chose
- B. Create a custom contact report within Insight, pulling in attributes from the account table
- C. Within the "Fields and View" window, you can link a contact view with an account view that will show both field sets when selected.
- D. Within the "Fields and View" window, you can create a customized view containing both contact and account fields.

Correct Answer: CD



Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/IntegrationWithSFDC/EQtoSFDCSync/CloningSalesforceFields.htm

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 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

Correct Answer: CE

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

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