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Oracle Eloqua Marketing Cloud Service 2019 Implementation Essentials

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QUESTION 1

While using the Contact Washing Machine app for a data normalization project, which action would allow you to combine the value from two separate fields into one?

- A. Lookup
- B. Replace
- C. Compost
- D. Math

Correct Answer: A

QUESTION 2

Which two are benefits of Oracle Eloqua Branding and Deliverability Cloud Service products? (Choose two.)

- A. maintains corporate identity by clients sending emails directly
- B. IPs can be whitelisted by a client's recipients
- C. establishes a sending domain with Internet Service Providers (ISPs)
- D. has a positive reputation of shared IP range

Correct Answer: AC

QUESTION 3

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.

Correct Answer: A

QUESTION 4

Do emails sent by the "Send Submitter an Email" from processing step follow contact subscription preferences?

- A. These emails are considered transactional and will send if a contact is unsubscribed, but not to those on the Master Exclude list.



B. These emails will send depending on the configurations set by the user on the "Send Submitter an Email" processing step.

C. These emails follow contact subscription preferences and if a contact is marked as unsubscribe. they will not receive the email.

D. These emails are considered transactional and will send if a contact is unsubscribed, but not to those on the Master Exclude list.

Correct Answer: B

Reference: <https://community.oracle.com/groups/oracle-marketing-cloud-academy/blog/2017/12>

QUESTION 5

Which two features does the Eloqua landing page Design Editor provide for forms? (Choose two.)

A. From fields, picklist values, prepopulation, and validation rules are configured in the Design Editor after adding the form to the Landing page.

B. Existing Eloqua forms brought into the responsive editor will be automatically responsive.

C. The form's styling, such as field spacing and background color, can be customized in the Design Editor to match your landing page.

D. The Design Editor allows users to configure forms with an upload feature for contacts to upload files when submitting a form.

Correct Answer: BC

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