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Oracle Eloqua Marketing Cloud Service 2019 Implementation Essentials

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QUESTION 1

Which three are essential to remember when configuring a basic microsite for a client? (Choose three.)

- A. Updating the domain's A record to point to Oracle Eloqua's IP address is preferred over updating the CNAME record for the domain.
- B. The Require Authentication check box must be selected to enable landing pages to be published to the microsite.
- C. Each subdomain created off the client's main website domain can only be linked to a single microsite within Eloqua.
- D. If the CNAME record is accessible and updatable, the CNAME record should be set to s[site id].hs.eloqua.com.
- E. If you use the A record to point the subdomain to Oracle Eloqua's IP address, you must also add s[site id].hs.eloqua.com under the DNS Query Lookup.

Correct Answer: CDE

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/Microsites/Tasks/CreatingBasicMicrosites.htm

QUESTION 2

Which two are use cases for using Data Import and Export features? (Choose two.)

- A. a scheduled import of external data to a Custom Object
- B. a scheduled export of Activity data
- C. a scheduled export of Custom Object data
- D. a scheduled import of external data to Contacts or Accounts

Correct Answer: BD

QUESTION 3

If a security group needs the ability to install and configure new applications, which type of setting will accomplish this?

- A. Action Permissions
- B. Data Import/Export
- C. Licensing
- D. Interface Access

Correct Answer: A

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



QUESTION 4

Your client is building a Campaign Canvas and receiving a draft error of "Campaign Contact re-entry Error".

Why are they receiving this error?

- A. Contacts are never allowed to enter the campaign more than once, even if they appear in the segment again.
- B. The "Allow contracts to enter the campaign more than once" setting and the "Add members regularly until campaign is deactivated" segment option have been selected.
- C. Contacts are appearing in multiple segment blocks in the segment, and the system has added the contact more than once because they qualified in multiple filters.
- D. The "Allow contacts to enter the campaign more than once" setting has been selected, but contacts in the segment do not qualify to enter the campaign.

Correct Answer: B

Reference: <https://community.oracle.com/thread/4209660>

QUESTION 5

In which two ways can you create a view within Eloqua to show select contact field and account field values together?

- A. by choosing "View Account Details" within the setting of a shared list containing the contacts you choose
- B. by creating 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: D

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

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