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Oracle Eloqua Marketing Cloud Service 2019 Implementation Essentials

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QUESTION 1

Which is considered a transactional email?

- A. an offer from a partner
- B. an announcement from the CEO
- C. an exclusive upgrade for existing customers
- D. an update to your customer privacy policy

Correct Answer: D

QUESTION 2

Which is an example of Profile Criteria?

- A. Email Clickthrough
- B. Form Submit
- C. JavaScript
- D. Contact Field

Correct Answer: D

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/LeadScoring/Tasks/ConfiguringProfileCriteria.htm

QUESTION 3

How do you define a sender's mailing IP reputation?

- A. a score based on how many people "liked" the sender on Facebook and clicked through to the landing page
- B. the number of email recipients that do NOT unsubscribe from emails and update their email preferences
- C. a measure of the sender's mailing deliverability, based on complaints, blacklisting, bouncebacks, and spam traps
- D. the value put on the email recipients' well-received comments from the message content

Correct Answer: C

QUESTION 4

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

QUESTION 5

Which is NOT possible within Program Builder?

- A. Send an email to an email address within a custom object record.
- B. Move contacts to a Listener Step within a Program Canvas.
- 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

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