



1Z0-412^{Q&As}

Oracle Eloqua Marketing Cloud Service 2013 Implementation Essentials

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QUESTION 1

You create an email in the email editor and insert a hyperlink to an Eloqua landing page. When viewing the hyperlink Manager, you notice that the check is not selected to track the link.



What would you do and why?

- A. Nothing. The check box needs to be selected only when the linking URL is https://.
- B. Nothing. The check box needs to be selected only when linking to non-Eloqua tracked web pages or externally hosted assets.
- C. Select the check box to track click-through to Eloqua-hosted landing pages.
- D. Select the check box to track hyperlinks to any web page that contains an asset.

Correct Answer: C

Reference:

<https://community.oracle.com/community/topliners/do-it/blog/2012/09/19/when-and-how-to-use-the-eloqua-redirect>

QUESTION 2

You create a Data Export of the entire Eloqua database to post to your company's SFTP server so that you can Exact-transfer-Load (ETL) it to a data warehouse. At what interval can this data export be performed?

- A. Every 30 minutes
- B. Every 1 hour
- C. Every 4 hours
- D. Every 24 hours

Correct Answer: C

QUESTION 3

You are an existing Eloqua contact and receive an email, but you are on vacation for three weeks.



When four lead score re-calculated?

- A. During the next hourly execution of the Lead Scoring Engine
- B. 24 hours after the score was last calculated
- C. When you get back and open or click a link in the email
- D. Immediately

Correct Answer: D

QUESTION 4

What is the correct filter criteria to identify contacts that has an opportunity created within the last 12 months that is now closed?



A) **Has Linked Record in Custom Object**
Double-click to choose a custom object...

Contacts who have a linked record in custom object...

Opportunities

Remove Add

Opportunity Date Within the Last 12 months
Stage equal to Closed

B) **Has Linked Record in Custom Object**
Contacts who have a linked record in custom object "Opportunities" that matches 1 field condition

Contacts who have a linked record in custom object...

Opportunities

Remove Add

Stage equal to Closed
Opportunity Date Before 08/18/2011

C) **Has Linked Record in Custom Object**
Contacts who have a linked record in custom object "Opportunities" that matches 1 field condition

OR

Has Linked Record in Custom Object
Contacts who have a linked record in custom object "Opportunities" that matches 1 field condition

Contacts who have a linked record in custom object...

Opportunities

Remove Add

Opportunity Date Within the Last 12 months

D) **Has Linked Record in Custom Object**
Contacts who have a linked record in custom object "Opportunities" that matches 1 field condition

AND

Has Linked Record in Custom Object
Double-click to choose a custom object...


Contacts who have a linked record in custom object...

Opportunities

Remove Add

Opportunity Date Within the Last 12 months

Stage equal to Closed





- A. Option A
- B. Option B
- C. Option C
- D. Option D

Correct Answer: B

QUESTION 5

What is recommended action in the first step of the Contact Level Security program?

- A. Update source records with Program Step Ownership.
- B. Assign Contact Security Labels.
- C. Run Match Rule
- D. Remove Contact Security Labels.

Correct Answer: D

Reference:

http://docs.oracle.com/cd/B28359_01/network.111/b28529/intro.htm

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