



# 1Z0-412<sup>Q&As</sup>

Oracle Eloqua Marketing Cloud Service 2013 Implementation Essentials

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### QUESTION 1

Which three options can you use to access Eloqua profiler?

- A. CRM
- B. Direct URL
- C. Insight Reporting
- D. The Eloqua application
- E. Eloqua Profiler iOS app

Correct Answer: ABD

Reference:

<https://community.oracle.com/community/topliners/do-it>

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### QUESTION 2

In the CRM Update program, how does Eloqua know whether to create a new lead or update an existing lead?

- A. Decision rule evaluates whether there is a value in the CRM Lead ID Contact field.
- B. An action step runs an update rule with a lookup table against a list of all CRM Leads.
- C. A Cloud Connector action step checks CRM in real time to see if there is a matching record.
- D. A decision rule evaluates whether the Eloqua contact is in the CRM Leads contact group or shared list.

Correct Answer: D

Reference:

<https://community.oracle.com/community/topliners/do-it/blog/2012/09/03/effectively-removing-records-from-eloqua>

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### QUESTION 3

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



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Correct Answer: C

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#### QUESTION 4

A CRM Lead is converted to a contact. What happens in Eloqua when the next set of auto syncs run, given this change?

- A. "Get Contacts" blanks out the Lead ID and writes the Contact ID.
- B. "Get Deleted Leads" blanks out the Lead ID and "Get Contacts" writes the Contact ID.
- C. "Get Converted Leads" blanks out the Lead ID and "Get Contacts" writes the Contact ID.
- D. "Get Deleted Contacts" blanks out the Lead ID and "Get Contacts" writes the Contact ID.

Correct Answer: C

Reference:

<https://community.oracle.com/thread/3659140>

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#### QUESTION 5

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

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