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Oracle Eloqua Marketing Cloud Service 2013 Implementation Essentials

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QUESTION 1

You are uploading a list of tradeshow attendees to the Eloqua database. You confirm that the .xls file contains a column header with the name of each field.

If you want to include the contacts from this upload in future campaign segments, what do you do?

- A. Create a new data source before uploading the list.
- B. Create a new contact view with the fields on the .xls file before uploading the list
- C. During the upload, place the contacts in a new shared list.
- D. Upload the list with the purpose of Delete Contacts, and then again with the purpose of Add or Update Contacts to Database.

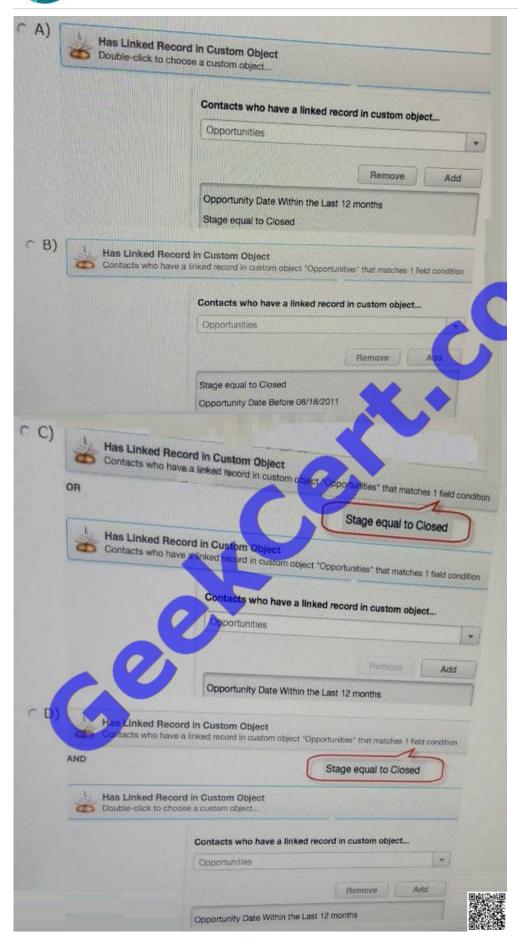
Correct Answer: D

QUESTION 2

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

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

Correct Answer: B

QUESTION 3

A client would like to write a Status of "Not Started"for all from submit activities that Eloqua writes CRM. What would you do?

- A. Nothing. Activity field values cannot be modified.
- B. Contact Eloqua Product Support to have this changed on the back end.
- C. Add an update rule to Program Builder to populate Status before the Integration Events fire.
- D. Edit external calls to change the value from "Completed" to "Not Started" and document this on the Activities tab of the client\\'s field mapping spreadsheet.

Correct Answer: D

Reference: https://docs.oracle.com/cd/E18727_01/doc.121/e13581/T181945T327430.htm

QUESTION 4

Which Eloqua entitythat is used in Closed-Loop Reporting is sunced on way, from Eloqua to CRM?

- A. Contact
- B. Campaign
- C. Response
- D. Opportunity

Correct Answer: B

Reference:

https://community.oracle.com/thread/3666606

QUESTION 5

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

A. Update source records with Program Step Ownership.



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- 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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