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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?



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 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 entity that is used in Closed-Loop Reporting is synced 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.



- 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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