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Oracle Eloqua Marketing Cloud Service 2013 Implementation Essentials

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QUESTION 1

When considering about dashboard performance, the description "this feature divides large dashboards into pages, loading data in blocks rather than all at once" refer to _____.

- A. Enable caching on the web browser
- B. Page-by considerations
- C. The use of datasets that return only the necessary data
- D. Incremental fetch

Correct Answer: C

QUESTION 2

What happens when a new field is created in a custom object?

- A. The field is created in all custom object records in that custom object.
- B. The field is created in all custom object records across all existing custom objects.
- C. The field is created only for new custom object records that are added to that custom object.
- D. The field is created only for new custom object records that are added to all existing custom objects.

Correct Answer: B

QUESTION 3

You are mapping the fields in the "Create Lead" external call, but do not see "Lead Source Most Recent" on the list of CRM fields. After confirming with the client that they have created the field in CRM with the appropriate security settings, what do you do?

- A. Re-run the CRM Integration Setup wizard.
- B. Reset the CRM Integration User password.
- C. Contact Eloqua Product Support to make the field visible in Eloqua.
- D. Refresh the list of CRM fields from the field mapping screen.

Correct Answer: B

QUESTION 4

Refer to the Exhibit.



You are configuring a Contact Data Import over SFTP. You select Import Settings and successfully test the connection with the Server URL. However, on the Field Mapping screen, you do not have any fields to map. What do you do?

- A. Install SFTP certificates within Eloqua.
- B. Enable Priority Source in the integration area.
- C. Confirm and re-enter the Path of the file location.
- D. Whitelist the Eloqua database IPs on the SFTP server.

Correct Answer: C

QUESTION 5

Which activity triggers an internal event in Eloqua?

- A. Match rule evaluation
- B. Cloud Connector action step: Register with webinar provider
- C. High value page visit
- D. Segment creation

Correct Answer: B

Reference: http://docs.oracle.com/cloud/latest/marketingcs_gs/OMCBA.pdf

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