Oracle

1Z0-412 Exam

Oracle Eloqua Marketing Cloud Service 2013 Implementation Essentials

Version: 8.0

Question: 1

How do you associate contacts from a list upload to an Eloqua campaign for the purposes of Closed-loop Reporting?

A. Upload the list directly to the campaign from "Upload External Activities."
B. Add the contacts to a shared list during the list upload.
C. Run the "Get Contacts and Link to Opportunities" auto sync.
D. Enter the CRM Campaign ID in the Eloqua contact field "Last CRM Campaign ID."

Answer: A

Explanation:
Reference:
https://community.oracle.com/docs/DOC-895804?sr=streamHYPERLINK
"https://community.oracle.com/docs/DOC-895804?sr=stream&ru=2855353"&HYPERLINK
"https://community.oracle.com/docs/DOC-895804?sr=stream&ru=2855353"ru=2855353

Question: 2

In what section of Security Group Overview do you control the screens of future areas that users can access?

A. Signature Fields
B. Interface Access
C. Action Permissions
D. Default Asset Permissions

Answer: B

Question: 3

IP Warming is achieved by _____.

A. Slowly increasing the volume of emails to quality contacts
B. Configuring DKIM for all email domains
C. Sending a high volume of emails to valid email addresses

D. Running deliverability reports for every email sent from Eloqua

Answer: D

Question: 4

Which field do you configure Output Format for so that the full event date (i.e. January 28, 2014).
Is displayed in the confirmation and reminder emails that are sent from the Event Module?

A. Field Merge
B. Contact
C. Event Header
D. Form

Answer: A

Question: 5

You generate and send your client their Eloqua web tracking scripts. You get an email from the client's webmaster asking if anything else is needed to track activity on three other websites. What do you do?

A. Nothing. The same web tracking scripts are used on each website.
B. Generate a unique set of Eloqua tracking scripts for each website.
C. Modify the code of the PutinHeadsection file to specify each website domain.
D. Enable Strict Mode Tracking.

Answer: B

Explanation:
Reference:
https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/pdf/AsynchronousVisitorTrackingScripts.pdf

Question: 6

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.

Answer: D

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

Question: 7

Which three component scan a field merge be added to?

A. Email Header
B.Signature Rule
C.Email Subject Line
D.Cloud Component
E.Lead Score
F.Form

Answer: A, B, F

Question: 8

You are configuring the high value web content page tag and do not see a .pdf URL on the site map.
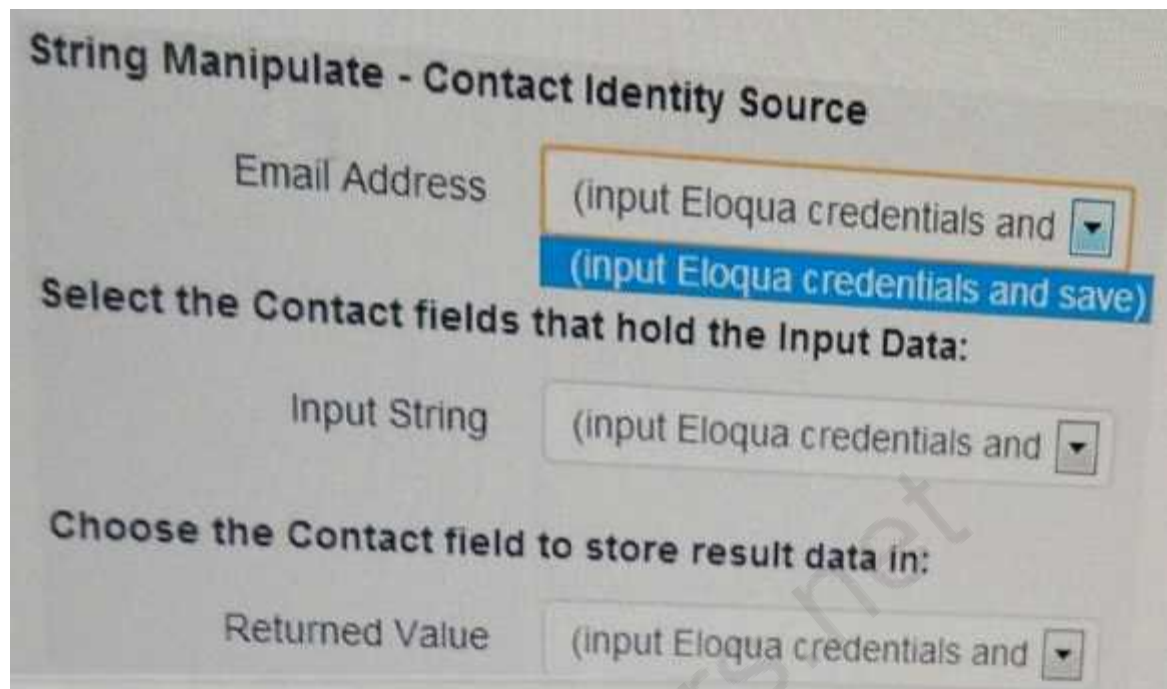You verify that the link to the pdf on the website has the correct Eloqua tracking. What is the solution?

A. Create a subsite to track the .pdf
B. Visit the URL and update the Eloqua Site Map
C. Upload the .pdf to Eloqua Content Assets
D. Ask the client to add Eloqua tracking scripts to the .pdf

Answer: C

Question: 9

Refer to the Exhibit.

You are configuring the String: Manipulation From Tool App and are unable to select Eloqua fields on the mappings screen (as shown). You confirm that the Eloqua credentials are valid and that Eloqua has API Access enabled. What do you do to resolve this?

A. Run the CRM Integration Setup.
B. Create a dedicated Eloqua user for configuring apps.
C. Add the "API Users" Security Group to your Eloqua user.
D. Request access to this app by contacting Eloqua Product Support.

Answer: C

Question: 10

What are two ways to format the look-and-feel of a graph's series, for example, change the color and transparency of bars in a bar graph or pie slices in a pie graph?

A. Template dialog box
B. Graph tab
C. Report Options dialog box
D. Format: Graph dialog box
E. Values dialog box

Answer: C, D

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