



# Oracle

## Exam 1z0-412

### Oracle Eloqua and Oracle Content Marketing Cloud Service 2013 Implementation Essentials

Version: 7.0

[ Total Questions: 75 ]

**Question No : 1**

Which Eloqua Campaign field must be populated to

- A. Actual Cost
- B. Budgeted Cost
- C. Campaign Type
- D. Expected Revenue

**Answer: C**

**Question No : 2**

Identify three features of Eloqua Engage.

- A. Customizing and sending HTML emails from a template
- B. Customizing web alerts
- C. Reporting on email opens, click-throughs, and unsubscribes
- D. Tracking web page visits
- E. Tracking emails sent through Eloqua Engage in both Eloqua and in an integrated CRM system

**Answer: A,C,E**

Reference: <https://www.marketingdecisions.com.au/doc/eloqua-engage.pdf>

**Question No : 3**

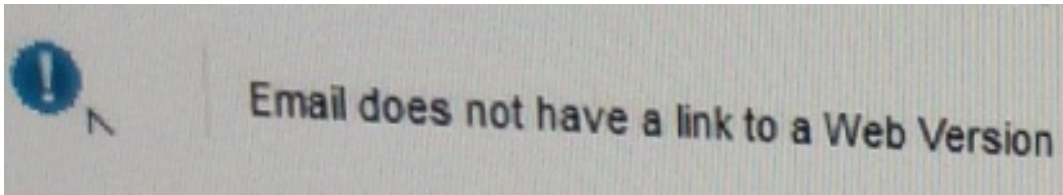
Which configuration is performed only with the purchase of a Deliverability Cloud Service product?

- A. Branded Bounceback Email Address
- B. Domain Keys/DKIM Support
- C. General Deliverability Test
- D. Default Sender Display Name

**Answer: B**

**Question No : 4**

After running the email checker on your email, you get the following result:



What happens when you activate the campaign that contains this email?

- A. The email is not sent.
- B. An online version is generated and placed in the email header.
- C. The email is sent.
- D. The campaign returns a draft error.

**Answer: D**

**Question No : 5**

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

**Answer: C**

**Question No : 6**

Which statement describes how a custom object record links to contacts?

- A. A custom object record can be linked to multiple contact records by using any unique identifier.

- B. A custom object record can be linked to a single contact only by using the email address.
- C. A custom object record can be linked to multiple contact records only by using the email address.
- D. A custom object record can be linked to a single contact record by using any unique identifier.

**Answer: D**

**Question No : 7**

Which two datasets are typically sent from the Oracle Eloqua Marketing platform to an integrated CRM system?

- A. Digital marketing activities
- B. Opportunities
- C. Accounts
- D. Campaign data

**Answer: A,D**

**Question No : 8**

Which three components can 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 No : 9**

What is the best field type for Lead Scoring Profile Fit Criteria?

- A. Large Text
- B. Default
- C. Picklist
- D. Textbox

**Answer: D**

**Question No : 10**

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 No : 11**

When editing a report with large volumes of data, it is more effective for an Insight Analyzer user to make changes in design mode because \_\_\_\_\_.

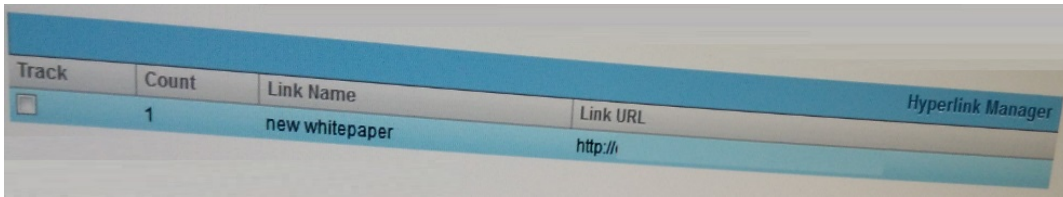
- A. Filters can be created more easily in design mode
- B. The report re-runs each time a change is made directly on the report
- C. The report re-runs each time a change is made in design mode
- D. Changes to columns can be made only in design mode

**Answer: C**

**Question No : 12**

You create an email in the email editor and insert a hyperlink to an Eloqua landing page. When viewing the hyperlink manager, you notice that the check is not selected to

track the link.



Track	Count	Link Name	Link URL
<input type="checkbox"/>	1	new whitepaper	http://

What would you do and why?

- A. Nothing. The check box needs to be selected only when the linking URL is https://.
- B. Nothing. The check box needs to be selected only when linking to non-Eloqua tracked web pages or externally hosted assets.
- C. Select the check box to track click-through to Eloqua-hosted landing pages.
- D. Select the check box to track hyperlinks to any web page that contains an asset.

**Answer: C**

### Question No : 13

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

**Answer: C**

### Question No : 14

You add multiple processing steps to your form. How is the order arranged?

- A. After the form is saved, the processing steps are automatically arranged based on priority.
- B. The processing steps are arranged in the order in which they are added.
- C. The processing steps can be arranged by dragging them up or down.

D. The processing steps execute at the same time; the order does not matter.

**Answer: B**

**Question No : 15**

You create an autosync to populate a custom object. The auto sync history shows that records were successfully created, but when you look at the Custom Object Records Mapped Contact Breakdown report, you see that none of the custom object records are mapped to the contact records. Which three settings would cause this?

A) **Upload Details**

Data Upload Source: Get CRM Opportunities  
Upload Purpose: Add these data cards to the database  
Name: Get CRM Opportunities  
Description:   
Enabled:   
Execute after: (none)   
Send email on success:   
Send email on failure:

B) **Import Data Cards**

Data Card Set: CRM Opportunities  
Status of uploaded data cards: Registered   
Overwrite status of existing data cards:   
Data Card ReadOnly:   
Map data cards:   
Entity Type: Contacts   
Entity Field: Siebel OnDemand Contact ID   
Source Field: Primary Contact ID   
Case sensitive match:

C) **Import Data Cards**

Data Card Set: CRM Opportunities  
Status of uploaded data cards: Registered   
Overwrite status of existing data cards:   
Data Card ReadOnly:   
Map data cards:   
Entity Type: Contacts   
Entity Field: Siebel OnDemand Contact ID   
Source Field: Primary Contact ID   
Case sensitive match:   
Add Data Cards to Program Step:   
Program Step: (none)

D) **Validate Email Address**

Validate that the email address exists and the format is correct:

**Import Data Cards**

Data Card Set: CRM Opportunities  
Status of uploaded data cards: Registered   
Overwrite status of existing data cards:   
Data Card ReadOnly:   
Map data cards:   
Entity Type: Contacts   
Entity Field: Email Address   
Source Field: Primary Contact ID   
Case sensitive match:   
Add Data Cards to Program Step:   
Program Step: (none)

E) **Import Data Cards**

Data Card Set: CRM Opportunities  
Status of uploaded data cards: Registered   
Overwrite status of existing data cards:   
Data Card ReadOnly:   
Map data cards:   
Entity Type: Companies   
Entity Field: Map Only: Eloqua Company ID   
Source Field: Row Id   
Case sensitive match:

F) **Filter Details**

Filter Type: Multiple Comparison (AND)

	Siebel CRM OnDemand Opportunity Fields	Operator	Expression
1.	Modified: Date External	Greater Than or Equal	Last Successful Upload

A. Option A



- B. Option B
- C. Option C
- D. Option D
- E. Option E
- F. Option F

**Answer: A,B,E**

**Question No : 16**

After how many months of a new tracked activity does Eloqua delete a visitor profile?

- A. One
- B. Two
- C. Three
- D. Four
- E. Five

**Answer: D**

**Question No : 17**

You are a member of two Custom Security Groups. One group allows you to delete contacts, whereas the other does not.

What happens when you try to delete a contact?

- A. You are prompted with an error message stating that you do not have access to delete contacts.
- B. You are asked to contact an administrator to delete the contact.
- C. You are able to delete the contact and remain a member of both Custom Security Groups.
- D. You are able to delete the contact and are removed from the Custom Security Group that does not allow contact deletion.

**Answer: B,C**

**Question No : 18**

You are exporting a list of records for a Direct mail campaign and want to include the PURL. What do you do?

- A. Create a Field Merge for the Contact Field "PURL Name" and include this in the data export.
- B. Create a Contact View with the fields to be included in the data export and Include the Contact Field "PURL Name."
- C. Create a Contact Field "Direct Mail PURL" and upload the PURL values into Eloqua before exporting your list.
- D. Create a Signature Rule and use the Contact Field "PURL Name" as the Key Contact field.

**Answer: C**

**Question No : 19**

Refer to the Exhibit.