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Oracle Eloqua CX Marketing 2020 Implementation Essentials

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QUESTION 1

Which two are examples of implementation workbooks? (Choose two.)

A. Lead Scoring workbook

B. Subscription Management workbook

C. Security Settings workbook

D. Branding and Deliverability workbook

E. Current Asset and Campaign workbook

Correct Answer: DE

QUESTION 2

Which three are essential to remember when configuring a basic microsite for a client? (Choose three.)

A. Updating the domain\\'s A record to point to Oracle Eloqua\\'s IP address is preferred over updating the CNAME record for the domain.

B. The Require Authentication check box must be selected to enable landing pages to be published to the microsite.

C. Each subdomain created off the client\\'s main website domain can only be linked to a single microsite within Eloqua.

D. If the CNAME record is accessible and updatable, the CNAME record should be set to s[site id].hs.eloqua.com.

E. If you use the A record to point the subdomain to Oracle Eloqua\\'s IP address, you must also add s[site id].hs.eloqua.com under the DNS Query Lookup.

Correct Answer: CDE

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/Microsites/Tasks/CreatingBasicMicrosites.htm

QUESTION 3

Which three are required to successfully integrate an externally hosted form into a client\\'s website? (Choose three.)

A. at least one check box field on the form

B. form HTML

C. tracking script HTML, including required hidden fields

D. post URL action

E. a list of all processing steps on the Eloqua form

Correct Answer: BCD

Reference: https://community.oracle.com/community/topliners/do-it/blog/2012/04/17/how-to-repost-anexternally-hosted-form-to-eloqua

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QUESTION 4

Which two statements are true about the relationship between contacts and custom objects records in Eloqua? (Choose two.)

A. A custom object record in a custom object can only link to one contact.

B. Many contacts can link to the same custom object record in a custom object.

C. A contact can link to only one custom object record in a custom object.

D. A contact can link to more than one custom object record in a custom object.

Correct Answer: AD

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/CustomObjects/ CustomObjects.htm

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QUESTION 5

If a contact\\'s profile information stays the same and they are NOT active, which Lead Score change could occur? (Choose the best answer.)

A. A4 to D4

B. B1 to C3

C. C3 to C4

D. A2 to C1

Correct Answer: A