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Oracle Eloqua CX Marketing 2020 Implementation Essentials

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QUESTION 1

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

QUESTION 2

Which data source is NOT possible as a Listener feeder in Program Canvas? (Choose the best answer.)

- A. pulling contacts into a program from a step in program builder
- B. pulling contacts into a program only when lead score decreases
- C. pulling contacts into a program when they respond to a campaign
- D. pulling contacts into a program when a contact field value changes
- E. pulling contacts into a program with unsubscribes in the last 24 hours

Correct Answer: A

QUESTION 3

On which domain in an Eloqua email is Domain Key Identified (DKIM) signing performed? (Choose the best answer.)

- A. User email address
- B. "Reply-To" email address
- C. Subsite domain
- D. "From" email address
- E. "To" email address

Correct Answer: D

QUESTION 4



Which two scenarios are use cases for Program Builder? (Choose two.)

- A. Apply an External Activity to contacts entering the program.
- B. Send Batch Email to an email address listed within a custom object.
- C. Send Batch Email to a contact using a previously created Signature Rule.
- D. Feed contacts into a program based on Lead Score increases.

Correct Answer: BD

QUESTION 5

When uploading users into Eloqua who will only be used for dynamic signatures, which security group acronym must be used in the SecurityGroup column? (Choose the best answer.)

- A. DSIG
- B. SALE
- C. CADM
- D. EXEC

Correct Answer: D

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