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Oracle Eloqua Marketing Cloud Service 2019 Implementation Essentials

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QUESTION 1

Which two combinations can be used to cleanse or normalize new contact data in Eloqua? (Choose two.)

- A. a segment on a contact Program Canvas with the Contact Washing Machine app
- B. a segment on the Campaign Canvas with the Contact Washing Machine app
- C. a feeder in Program Builder with the Contact Washing Machine app
- D. a listener step on the Campaign Canvas with the Contact Washing Machine app
- E. a segment on a CDO Program Canvas with the Contact Washing Machine app

Correct Answer: BC

QUESTION 2

How do you define a sender's mailing IP reputation?

- A. a score based on how many people "liked" the sender on Facebook and clicked through to the landing page
- B. the number of email recipients that do NOT unsubscribe from emails and update their email preferences
- C. a measure of the sender's mailing deliverability, based on complaints, blacklisting, bouncebacks, and spam traps
- D. the value put on the email recipients' well-received comments from the message content

Correct Answer: C

QUESTION 3

Your client is building a Campaign Canvas and receiving a draft error of "Campaign Contact re-entry Error".

Why are they receiving this error?

- A. Contacts are never allowed to enter the campaign more than once, even if they appear in the segment again.
- B. The "Allow contacts to enter the campaign more than once" setting and the "Add members regularly until campaign is deactivated" segment option have been selected.
- C. Contacts are appearing in multiple segment blocks in the segment, and the system has added the contact more than once because they qualified in multiple filters.
- D. The "Allow contacts to enter the campaign more than once" setting has been selected, but contacts in the segment do not qualify to enter the campaign.

Correct Answer: B

Reference: <https://community.oracle.com/thread/4209660>



QUESTION 4

Which is NOT considered a standard data object in Eloqua?

- A. Opportunities
- B. Accounts
- C. Contacts
- D. Leads

Correct Answer: A

QUESTION 5

What does it mean when a contact has "No Status" for an email group status?

- A. They have neither subscribed nor unsubscribed to that group and will receive emails of that type.
- B. They were previously subscribed and have now unsubscribed to that group and will receive emails of that type.
- C. They were previously subscribed and have now unsubscribed to that group and will not receive any emails of that type.
- D. They have neither subscribed nor unsubscribed to that group and will not receive any emails of that type.

Correct Answer: D

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