1Z0-412^{Q&As}

Oracle Eloqua Marketing Cloud Service 2013 Implementation Essentials

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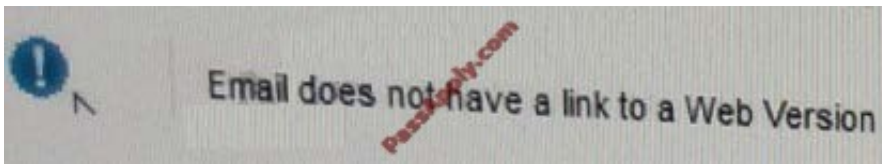
QUESTION 1

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

Correct Answer: D

Reference: http://www.oracle.com/webfolder/mediaeloqua/documents/eloqua_grande_guide_deliverability.pdf

QUESTION 2

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.

Correct Answer: D

QUESTION 3

You are building a data standardization program and want to test the program flow before creating the remaining data tools. You have selected the action "Run Update Rule Set"so that you can come back and select update rules after they have been created. When you enable the program, the program checker displays this error message: "the program cannot be enabled because it has not been fully configured."

What do you do?

A. Override and enable the program.

B. Disable the steps that contain actions without Update Rules selected, and then enable the program.

C. Change the steps that contain actions without Update Rules selected to "No Action - Pass Through Step," and then enable the program.

D. Change the steps that contain actions without Update Rules selected to "No Action - Walt specified time," and then enable the program.

Correct Answer: B

Reference:

http://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/ProgramBuilder/ProgramBuilder StepActions.htm

QUESTION 4

Which Eloqua entitythat is used in Closed-Loop Reporting is sunced on way, from Eloqua to CRM?

A. Contact

B. Campaign

C. Response

D. Opportunity

Correct Answer: B

Reference:

https://community.oracle.com/thread/3666606

QUESTION 5

You are an existing Eloqua contact and receive an email, but you are on vacation for three weeks.

When four lead score re-calculated?

A. During the next hourly execution of the Lead Scoring Engine

B. 24 hours after the score was last calculated

C. When you get back and open or dick a link in the email

D. Immediately

Correct Answer: D

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