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Oracle Eloqua Marketing Cloud Service 2013 Implementation Essentials

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QUESTION 1

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.

Correct Answer: D

Reference: <https://community.oracle.com/community/topliners/do-it/blog/2012/02>

QUESTION 2

You are a customer Administrator. You create a new campaign and want to restrict who is able to edit, delete, and activate the campaign. What do you do after saving the campaign?

- A. From the campaign, edit access from the "Settings" menu option.
- B. From the campaign, edit access from the "Permissions" menu option.
- C. From the Setup > Users area, edit access to Asset Creation in Security Group Overview.
- D. By default, only the creator of the asset has full access and no further action is required.

Correct Answer: C

Reference:

https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/SecurityGroups/Tasks/ConfiguringAssetCreationSettings.htm

QUESTION 3

When creating a new Data Export to an Eloqua-hosted URL, which two settings are configurable?

- A. File Name
- B. Port Number
- C. Row Delimiter
- D. File Size

Correct Answer: BC



QUESTION 4

You generate and send your client their Eloqua web tracking scripts. You get an email from the client's webmaster asking if anything else is needed to track activity on three other websites. What do you do?

- A. Nothing. The same web tracking scripts are used on each website.
- B. Generate a unique set of Eloqua tracking scripts for each website.
- C. Modify the code of the PutinHeadsection.html file to specify each website domain.
- D. Enable Strict Mode Tracking.

Correct Answer: B

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/pdf/AsynchronousVisitorTrackingScripts.pdf

QUESTION 5

Which three entities can a Shared Update Rule be run against?

- A. Contacts
- B. Accounts
- C. Custom Objects
- D. Segments
- E. Filters

Correct Answer: ABD

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