



# 1Z0-412<sup>Q&As</sup>

Oracle Eloqua Marketing Cloud Service 2013 Implementation Essentials

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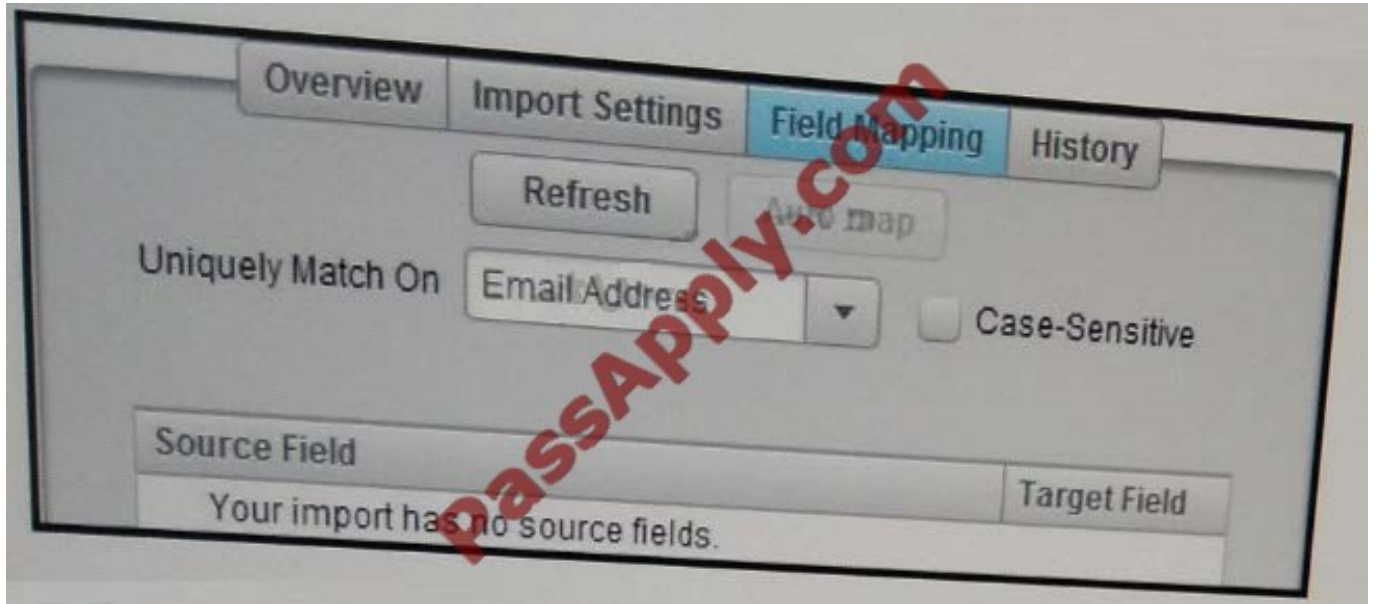
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### QUESTION 1

Refer to the Exhibit.



You are configuring a Contact Data Import over SFTP. You select Import Settings and successfully test the connection with the Server URL. However, on the Field Mapping screen, you do not have any fields to map. What do you do?

- A. Install SFTP certificates within Eloqua.
- B. Enable Priority Source in the integration area.
- C. Confirm and re-enter the Path of the file location.
- D. Whitelist the Eloqua database IPs on the SFTP server.

Correct Answer: C

### QUESTION 2

Which configuration is performed only with the purchase of a Deliverability Cloud Service product?

- A. Branded Bounceback Email Address
- B. Domain Keys/DKIM Support
- C. General Deliverability Test
- D. Default Sender Display Name

Correct Answer: D

Reference: <http://www.oracle.com/us/corporate/contracts/eloqua-descriptions-1958766.pdf>



### QUESTION 3

After how many months of a new tracked activity does Eloqua delete a visitor profile?

- A. One
- B. Two
- C. Three
- D. Four
- E. Five

Correct Answer: D

### QUESTION 4

You create an email in the email editor and insert a hyperlink to an Eloqua landing page. When viewing the hyperlink Manager, you notice that the check is not selected to track the link.

Track	Count	Link Name	Link URL
<input type="checkbox"/>	1	new whitepaper	http://

What would you do and why?

- A. Nothing. The check box needs to be selected only when the linking URL is https://.
- B. Nothing. The check box needs to be selected only when linking to non-Eloqua tracked web pages or externally hosted assets.
- C. Select the check box to track click-through to Eloqua-hosted landing pages.
- D. Select the check box to track hyperlinks to any web page that contains an asset.

Correct Answer: C

Reference:

<https://community.oracle.com/community/topliners/do-it/blog/2012/09/19/when-and-how-to-use-the-eloqua-redirect>

### QUESTION 5

You submit a form and you are created as a new contact in Eloqua. When is your lead score calculated?



- A. Immediately
- B. During the next hourly execution of the Lead Scoring Engine
- C. 24 hours after the score was last calculated
- D. When you next perform an activity that meets any Engagement criteria

Correct Answer: C

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