



1Z0-412^{Q&As}

Oracle Eloqua Marketing Cloud Service 2013 Implementation Essentials

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QUESTION 1

You want to log Eloqua Engage emails in CRM with the email sender as the task owner. What needs to be done?

- A. The email sender must log in to Engage by using the Individual's CRM credentials.
- B. The email sender must exist as an Eloqua contact with the individual's CRM User ID.
- C. The email sender's Eloqua user account must have the CRM User ID entered.
- D. The email sender must trigger an Eloqua Internal event through the Engage Activity Report.

Correct Answer: B

Reference:

QUESTION 2

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 3

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/media/eloqua/documents/eloqua_grande_guide_deliverability.pdf



QUESTION 4

When configuring Account Linkage in Eloqua, which field is used to link Eloqua contacts to Eloqua account records?

- A. CRM Account ID
- B. CRM Contact ID
- C. Eloqua Account ID
- D. Special Eloqua Company Match

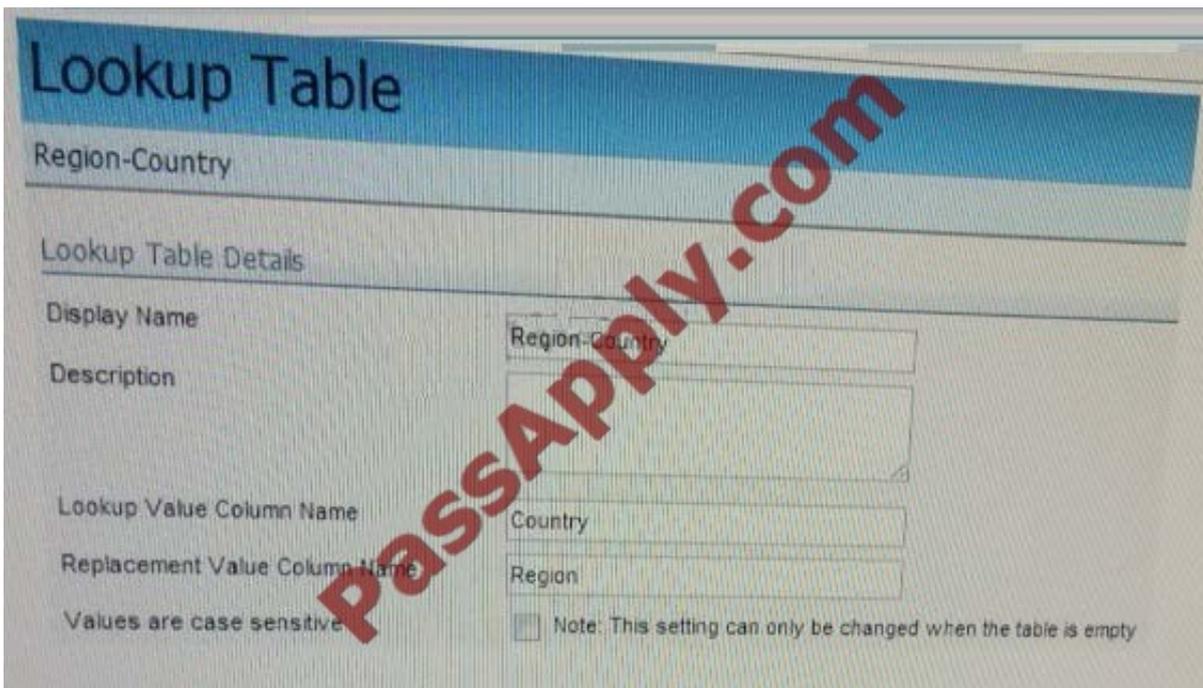
Correct Answer: B

Reference:

<https://community.oracle.com/community/topliners/do-it>

QUESTION 5

Refer to the exhibits. Exhibit 1 Exhibit2





You configure a data standardization program to populate Region based on Country, which then sends records to the CRM update program. During testing, the Region field is not written to CRM. You confirm that the Region field is mapped

correctly in external calls.

How would you fix this?

- A. In the Lookup Table, change the Lookup Value to Region and the Replacement Value to Country.
- B. Re-upload the list of values to the Lookup Table.
- C. In the Lookup Table, change the display name to Country-Region.
- D. In Update Rule, change the lookup field to Region.
- E. In Update Rule, change the field to update to Region.

Correct Answer: C



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