



1Z0-412^{Q&As}

Oracle Eloqua Marketing Cloud Service 2013 Implementation Essentials

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QUESTION 1

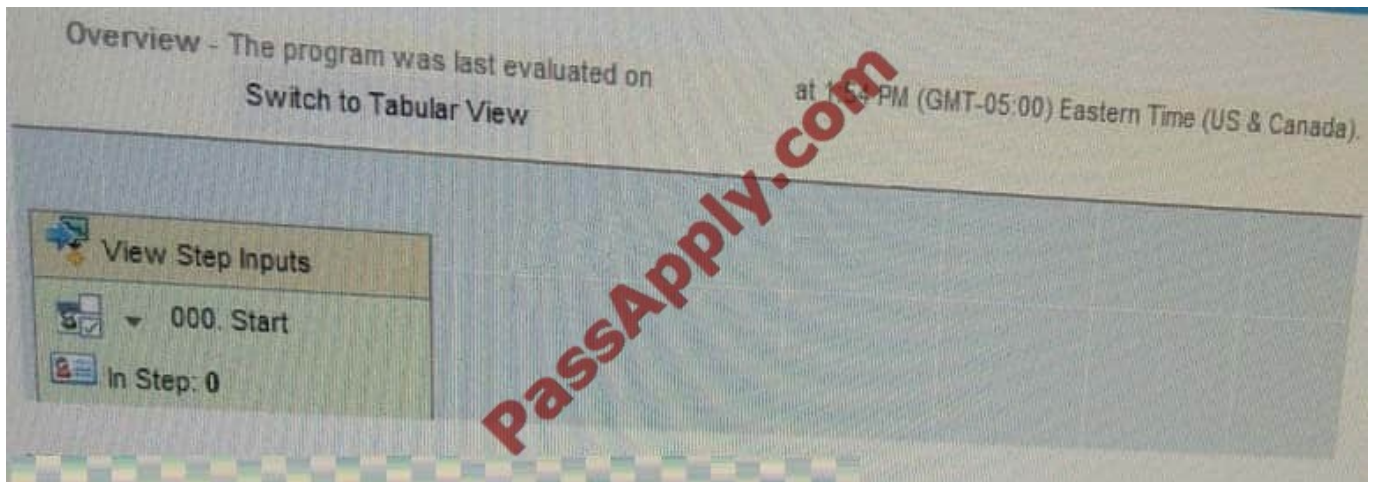
What is the best field type for Lead Scoring Profile Fit Criteria?

- A. Large Text
- B. Default
- C. Picklist
- D. Textbox

Correct Answer: D

QUESTION 2

Refer to the Exhibit.



You modify the Update Rule in the first step, move all contacts in the program to the first step, and then enable the program in Priority Mode. At what time would you see the results of the Update Rule?

- A. 1:59 PM
- B. 2:04 PM
- C. 2:09 PM
- D. 2:24 PM
- E. 3:54 PM

Correct Answer: C

QUESTION 3



What is recommended action in the first step of the Contact Level Security program?

- A. Update source records with Program Step Ownership.
- B. Assign Contact Security Labels.
- C. Run Match Rule
- D. Remove Contact Security Labels.

Correct Answer: D

Reference:

http://docs.oracle.com/cd/B28359_01/network.111/b28529/intro.htm

QUESTION 4

When you create Eloqua Contact fields as indicators for Contact Security Labels, why are standardized picklists important?

- A. They provide exact values for the decision rules to match against.
- B. They make it easier to copy the fields.
- C. Program Builder decision rules do not evaluate open text fields.
- D. They are easier to filter on.

Correct Answer: D

Reference:

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

QUESTION 5

On which Eloqua data entity is "Company from IP"(used in Eloqua Insight for reporting via s reverse DNS lookup) stored?

- A. Contact
- B. Account
- C. Visitor Profile
- D. Campaign

Correct Answer: D

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



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