1Z0-412^{Q&As}

Oracle Eloqua Marketing Cloud Service 2013 Implementation
Essentials

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QUESTION 1

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/Configuri ngAssetCreationSettings.htm

QUESTION 2

Which options does Data Priority Order apply to?

A. List uploads

B. Form submissions

C. Manual entry

D. Data tools

Correct Answer: A

Reference: https://community.oracle.com/community/topliners/do-it/blog/2012/05/22/data-priority-in-eloqua

QUESTION 3

You create a Data Export of the entire Eloqua database to post to your company\\'s SFTP server so that you can Exact-transfer-Load (ETL) it to a data warehouse. At what interval can this data export be performed?

A. Every 30 minutes

B. Every l hour

C. Every 4 hours

D. Every 24 hours

Correct Answer: C

QUESTION 4

Where is drilling on a report disabled?

A. Report Objects window

B. Template dialog box

C. Graph dialog box

D. Report Options dialog box

E. Values dialog box

Correct Answer: E

QUESTION 5

You are a member of two Custom Security Groups. One group allows you to delete contacts, whereas the other does not.

What happens when you try to delete a contact?

A. You are prompted with an error message stating that you do not have access to delete contacts.

B. You are asked to contact an administrator to delete the contact.

C. You are able to delete the contact and remain a member of both Custom Security Groups.

D. You are able to delete the contact and are removed from the Custom Security Group that does not allow contact deletion.

Correct Answer: BC

QUESTION 6

In what section of Security Group Overview do you control the screens of future areas that users can access?

A. Signature Fields

B. Interface Access

C. Action Permissions

D. Default Asset Permissions

Correct Answer: A

Reference: http://docs.oracle.com/cd/E12844_01/doc/bip.1013/e12188/T421739T475591.htm

QUESTION 7

What is the correct filter criteria to identify contacts that has an opportunity created within the last 12 months that is now closed?

A)

Has Linked Record in Custom Object
Double-click to choose a custom object...

Contacts who have a linked record in custom object...

Opportunities

Remove   Add

Opportunity Date Within the Last 12 months

Stage equal to Closed

B)

Has Linked Record in Custom Object
Contacts who have a linked record in custom object "Opportunities" that matches 1 field condition

Contacts who have a linked record in custom object...

Opportunities

Remove   Add

Stage equal to Closed

Opportunity Date Before 08/18/2011

C)

Has Linked Record in Custom Object
Contacts who have a linked record in custom object "Opportunities" that matches 1 field condition

OR

Has Linked Record in Custom Object
Contacts who have a linked record in custom object "Opportunities" that matches 1 field condition

Stage equal to Closed

Contacts who have a linked record in custom object...

Opportunities

Remove   Add

Opportunity Date Within the Last 12 months

D)

Has Linked Record in Custom Object
Contacts who have a linked record in custom object "Opportunities" that matches 1 field condition

AND

Stage equal to Closed

Has Linked Record in Custom Object
Double-click to choose a custom object...

Contacts who have a linked record in custom object...

Opportunities

Remove   Add

Opportunity Date Within the Last 12 months

A. Option A

B. Option B

C. Option C

D. Option D

Correct Answer: B

QUESTION 8

When editing a report with large volumes of data, it is more effective for an Insight Analyzer user to make changes in design mode because _____.

A. Filters can be created more easily in design mode

B. The report re-runs each time a change is made directly on the report

C. The report re-runs each time a change is made in design mode

D. Changes to columns can be made only in design mode

Correct Answer: C

QUESTION 9

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 10

Which two datasets are typically sent from the Oracle Eloqua Marketing platform to an integrated CRM system?

A. Digital marketing activities

B. Opportunities

C. Accounts

D. Campaign data

Correct Answer: AD

QUESTION 11

You are configuring subscription management and your client has selected the Subscription Management page option. Your client wants the email groups listed in this order:

-Weekly Newsletter

-Monthly Newsletter

-Events

-Product Updates

How would you configure this?

A. Create the email groups in the order listed. The email groups are displayed on the Subscription Management page based on Created Date/Time.

B. Edit "Name of the Email Group As It Appears to Contacts." The email groups are displayed on the Subscription Management page in alphanumeric order of this value.

C. Edit email group "Name." The email groups are displayed on the Subscription Management page in alphanumeric order of this value.

D. Modify the html code on the Edit Subscription Management screen to display the email groups in the correct order.

Correct Answer: C

QUESTION 12

Which three Engagement activities can be evaluated in a Lead Scoring Model?

A. Submitted Form

B. Visited Pages With Tags

C. Responded To Campaign

D. Visited Website from Mobile Device

E. Navigated Website for more than 30 minutes

Correct Answer: ACD

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