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QUESTION NO: 1

What occurs after a campaign reaches its end date? (Choose the best answer.)

- A. The campaign returns to draft mode, and users can reactivate it after changing the end date to a later date.
- B. The campaign continues to flow contacts through until it is manually deactivated by a user.
- C. The campaign becomes read-only, and campaign activity is no longer tracked.
- D. The campaign becomes read-only, and campaign activity is tracked for another 12 months.

ANSWER: D

Explanation:

Reference: <https://docs.oracle.com/en/cloud/saas/marketing/eloqua-user/Help/Campaigns/Tasks/ActivatingAndDeactivatingCampaigns.htm?cshid=ActivatingAndDeactivatingCampaigns>

QUESTION NO: 2

Which three are essential to remember when configuring a basic microsite for a client? (Choose three.)

- A. Updating the domain's A record to point to Oracle Eloqua's IP address is preferred over updating the CNAME record for the domain.
- B. The Require Authentication check box must be selected to enable landing pages to be published to the microsite.
- C. Each subdomain created off the client's main website domain can only be linked to a single microsite within Eloqua.
- D. If the CNAME record is accessible and updatable, the CNAME record should be set to s[site id].hs.eloqua.com.
- E. If you use the A record to point the subdomain to Oracle Eloqua's IP address, you must also add s[site id].hs.eloqua.com under the DNS Query Lookup.

ANSWER: C D E

Explanation:

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/Microsites/Tasks/CreatingBasicMicrosites.htm

QUESTION NO: 3

You have activated a new program on the Program Canvas to time stamp the "Most Recent Event Attendance" date field for event attendees. A segment has been created to pull in recent event attendees into the program. Upon review, you notice that the event attendees for a particular event are entering the program every day and being restamped.

What is the cause for this? (Choose the best answer.)

- A. The Listener was created using a shared list and the Re-evaluation Frequency was set to 1 Day(s).
- B. The “Allow contacts to enter the program more than once” check box was selected upon activation.
- C. The Re-evaluation Frequency was not set upon activation and so it defaulted to 1 Day(s).
- D. The segment was created using a shared list and the Re-evaluation Frequency was set to 1 Day(s).

ANSWER: A

QUESTION NO: 4

On which domain in an Eloqua email is Domain Key Identified (DKIM) signing performed? (Choose the best answer.)

- A. User email address
- B. “Reply-To” email address
- C. Subsite domain
- D. “From” email address
- E. “To” email address

ANSWER: D

QUESTION NO: 5

Which two are valid Data Export options? (Choose two.)

- A. Export only records changed since last run
- B. Export a compressed zip file
- C. Export to an Eloqua FTP server
- D. Export Campaign data

ANSWER: A D

QUESTION NO: 6

You have a large list of opt-out requests that were collected via the corporate website before Eloqua was implemented.

Why is it important to upload those contacts using the import purpose of “Unsubscribe”? (Choose the best answer.)

- A. to ensure the email addresses are in the Unsubscribe table, but not in the Contact table

- B. to ensure the email addresses will not receive promotional emails, but that they still receive transactional emails
- C. to ensure the email addresses are added to the Excluded Domains
- D. to ensure the email addresses are added to the Master Exclude

ANSWER: A

QUESTION NO: 7

Which two are use cases for using a custom data object? (Choose two.)

- A. linking custom data objects to visitors
- B. linking custom data objects to contacts
- C. linking custom data objects to each other
- D. linking custom data objects to accounts

ANSWER: B D

Explanation:

Reference: <https://www.relationshipone.com/blog/tool-tip-oracle-eloqua-custom-objects/>

QUESTION NO: 8

Which statement is an accurate definition of a secure microsite? (Choose the best answer.)

- A. A secure microsite is used only when no sensitive data will be transmitted between the browser and the web server.
- B. A secure microsite uses SSL to encrypt the data that is passed between a visitor's browser and the web server.
- C. A secure microsite is only displayed after a contact submits an Eloqua form.
- D. All secure microsites require visitors to log in before they can view the site's content.

ANSWER: B

Explanation:

Reference: <https://docs.oracle.com/en/cloud/saas/marketing/eloqua-user/Help/Microsites/SecureMicrosites.htm>

QUESTION NO: 9

Which two will Eloqua accept when uploading an email? (Choose two.)

- A. Microsoft Word Document

- B. PDF Document
- C. Zip File
- D. Text File
- E. HTML

ANSWER: C E

Explanation:

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/EmailEditing/HTMLEmail/CreatingNewEmailsByUploadingHTML.htm

QUESTION NO: 10

In which two ways can you create a view within Eloqua to show select contact field and account field values together? (Choose two.)

- A. Choose "View Account Details" within the settings of a shared list containing the contacts you chose
- B. Create a custom contact report within Insight, pulling in attributes from the account table
- C. Within the "Fields and View" window, you can link a contact view with an account view that will show both field sets when selected.
- D. Within the "Fields & View" window, you can create a customized view containing both contact and account fields.

ANSWER: C D

Explanation:

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/IntegrationWithSFDC/EQtoSFDCSync/CloningSalesforceFields.htm