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QUESTION 1

Which action does Strict Mode Tracking enable? (Choose the best answer.)

A. It filters out select IP addresses from being tracked within Eloqua.

B. It ties the email activity of the recipient with their contact profile by creating a unique Eloqua recipient ID.

C. It allows clients to control whether visitors in certain countries or all visitors need to opt in to website tracking.

D. It tracks email opens via a tracking pixel placed on all emails sent out of Eloqua.

Correct Answer: C

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/
EloquaAsynchronousTrackingScripts/Tasks/StrictModeTracking.htm

QUESTION 2

After integrating an Eloqua form externally on a client\\'s website, the form is NOT capturing submissions in Eloqua.

Which two causes of the issue with form integration? (Choose two.)

A. The Eloqua form is active and the code has been integrated on another page on the client\\'s website.

B. "Must contain a valid number of characters" is set and the submitter is entering more characters on the webpage.

C. The Eloqua form has a required field but the website is NOT reflecting that this field is required.

D. A processing step has been updated on the form and the code has not been updated to reflect this on the client\\'s website.

Correct Answer: AD

QUESTION 3

Which statement is true regarding Vanity URLs used on Eloqua landing pages? (Choose the best answer.)

A. If you do not use a Vanity URL, the Eloqua landing page will have a draft error.

B. A Vanity URL must be unique in order to publish an Eloqua landing page.

C. A Vanity URL must be the exact value as the Eloqua landing page asset name.

D. A Vanity URL is mandatory in order to publish an Eloqua landing page.

Correct Answer: B

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/LandingPages/Tasks/
CreatingNewHTMLLandingPages.htm

QUESTION 4

You want to access Profiler using your company\\'s login credentials.

Which URL would you choose? (Choose the best answer.)

A. Direct

B. XMLogin

C. SAML

D. SFDC IDP

E. Autologin

Correct Answer: C

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

QUESTION 5

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).

Correct Answer: A

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