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Oracle Eloqua Marketing Cloud Service 2013 Implementation Essentials

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QUESTION 1

When creating a new Data Export to an Eloqua-hosted URL, which two settings are configurable?

A. File Name

B. Port Number

C. Row Delimiter

D. File Size

Correct Answer: BC

QUESTION 2

What happens when the "Unsubscribe from Eloqua" web link is clicked on a CRM record?

A. The Eloqua Subscription Management page opens in a new window.

B. The Email Opt Out check box is selected on the CRM record, the CRM record is pulled into Eloqua during the next auto sync, and then the record is globally unsubscribed in an Eloqua program.

C. The record is globally unsubscribed in Eloqua via an internal event, which triggers the Email Unsubscribe external call, which then selects the Email Opt Out check box on the CRM record.

D. The CRM record is pulled into Eloqua during the next auto sync, and then the record is globally unsubscribed in Eloqua via an internal event, which triggers the Email Unsubscribe external call, which then selects the Email Opt Out check box on the CRM record.

Correct Answer: B

Reference:

https://community.oracle.com/community/topliners/do-it/blog/2012/09/03/effectively-removing- records-from-eloqua

QUESTION 3

In the Integration area, you run the "Create Data Source with External Call"wizard till finish. However, when you view the list of auto syncs, you do not see the one that you just configured. Misconfiguration of three settings has resulted in no auto sync being created

Which are these three settings?

A. Data Priority is set to a lower level than General.

B. The "Can be scheduled for automatic execution" check box is not selected.

C. The Eloqua Integration user in CRM does not have read access to the CRM Entity selected.

D. There is no date field criteria in Filter Details.

E. Not all fields are mapped in Field Mapping.

F. A schedule has not been defined on the Summary screen in the "After Uploading" section.

Correct Answer: ACE

QUESTION 4

When considering about dashboard performance, the description "this feature divides large dashboards into pages, loading data in blocks rather than all at once" refer to _____.

A. Enable caching on the web browser

B. Page-by considerations

C. The use of datasets that return only the necessary data

D. Incremental fetch

Correct Answer: C

QUESTION 5

In the "Get Deleted Leads" auto sync, what happens to a record In Eloqua?

A. The record is deleted.

B. The CRM Lead ID is set to a blank value.

C. The CRM Lead ID is replaced with the CRM Contact ID.

D. The CRM Lead Status is set to a constant value of Deleted.

Correct Answer: B

Reference:

http://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/CRMIntegration/Tasks/Managing AutoSynchs.htm

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