



1Z0-412^{Q&As}

Oracle Eloqua Marketing Cloud Service 2013 Implementation Essentials

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QUESTION 1

When someone registers for a multi-session in-person eventevent, a confirmation email is to be sent for each session with specific details of the event, including the date, time, and address.

Where do you configure the processing step to send the confirmation email such that the same email can be used for all sessions?

- A. Campaign Canvas
- B. Registration Form
- C. Event Module: New Registration Event Action
- D. Event Module: 1 Week Reminder Event Action

Correct Answer: C

QUESTION 2

A visitor lands on an Eloqua tracked page for the first time from a search engine, visits the pages on your website, and then leaves. Which type of visitor is this person?

- A. Known
- B. Unknown
- C. Linked
- D. Profile

Correct Answer: D

QUESTION 3

Which configuration is performed only with the purchase of a Deliverability Cloud Service product?

- A. Branded Bounceback Email Address
- B. Domain Keys/DKIM Support
- C. General Deliverability Test
- D. Default Sender Display Name

Correct Answer: D

Reference: <http://www.oracle.com/us/corporate/contracts/eloqua-descriptions-1958766.pdf>



QUESTION 4

Which two actions link a visitor profile to an Eloqua contact record?

- A. Receiving an Eloqua email
- B. Clicking a link in an Eloqua email
- C. Submitting a form
- D. Visiting an Eloqua tracked web page from a search engine

Correct Answer: AC

QUESTION 5

After how many months of a new tracked activity does Eloqua delete a visitor profile?

- A. One
- B. Two
- C. Three
- D. Four
- E. Five

Correct Answer: D

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