



1Z0-412^{Q&As}

Oracle Eloqua Marketing Cloud Service 2013 Implementation Essentials

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QUESTION 1

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 2

You are an existing Eloqua contact and receive an email, but you are on vacation for three weeks.

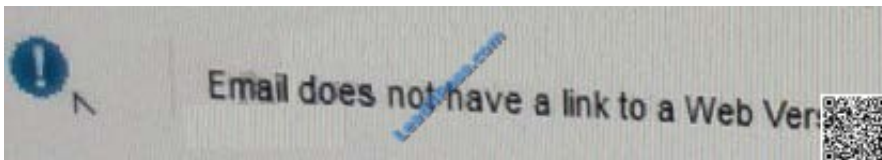
When four lead score re-calculated?

- A. During the next hourly execution of the Lead Scoring Engine
- B. 24 hours after the score was last calculated
- C. When you get back and open or click a link in the email
- D. Immediately

Correct Answer: D

QUESTION 3

After running the email checker on your email, you get the following result:



What happens when you activate the campaign that contains this email?

- A. The email is not sent.
- B. An online version is generated and placed in the email header.
- C. The email is sent.
- D. The campaign returns a draft error.

Correct Answer: D



QUESTION 4

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

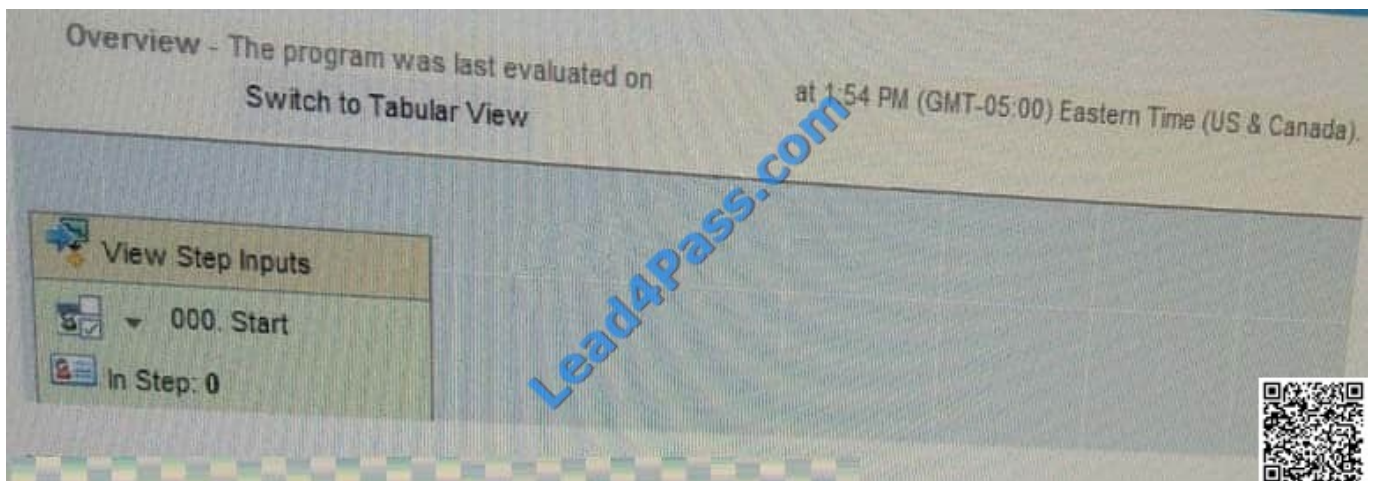
- A. Branded Bounceback Email Address
- B. Domain Keys/DKIM Support
- C. General Deliverability Test
- D. Default Sender Display Name

Correct Answer: D

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

QUESTION 5

Refer to the Exhibit.



You modify the Update Rule in the first step, move all contacts in the program to the first step, and then enable the program in Priority Mode. At what time would you see the results of the Update Rule?

- A. 1:59 PM
- B. 2:04 PM
- C. 2:09 PM
- D. 2:24 PM
- E. 3:54 PM

Correct Answer: C



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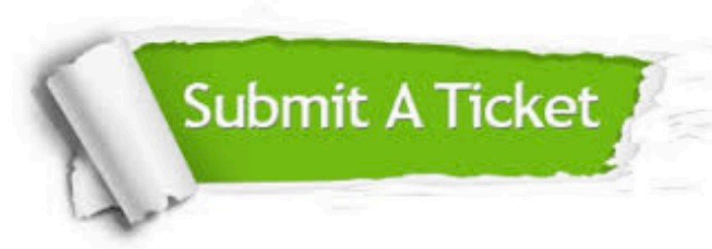
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