



# 1Z0-412<sup>Q&As</sup>

Oracle Eloqua Marketing Cloud Service 2013 Implementation Essentials

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### QUESTION 1

A CRM Lead is converted to a contact. What happens in Eloqua when the next set of auto syncs run, given this change?

- A. "Get Contacts" blanks out the Lead ID and writes the Contact ID.
- B. "Get Deleted Leads" blanks out the Lead ID and "Get Contacts" writes the Contact ID.
- C. "Get Converted Leads" blanks out the Lead ID and "Get Contacts" writes the Contact ID.
- D. "Get Deleted Contacts" blanks out the Lead ID and "Get Contacts" writes the Contact ID.

Correct Answer: C

Reference:

<https://community.oracle.com/thread/3659140>

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### QUESTION 2

IP Warming is achieved by \_\_\_\_\_.

- A. Slowly increasing the volume of emails to quality contacts
- B. Configuring DKIM for all email domains
- C. Sending a high volume of emails to valid email addresses
- D. Running deliverability reports for every email sent from Eloqua

Correct Answer: D

Reference: [http://www.oracle.com/webfolder/mediateloqua/documents/eloqua\\_grande\\_guide\\_deliverability.pdf](http://www.oracle.com/webfolder/mediateloqua/documents/eloqua_grande_guide_deliverability.pdf)

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### QUESTION 3

You are uploading a list of tradeshow attendees to the Eloqua database. You confirm that the .xls file contains a column header with the name of each field.

If you want to include the contacts from this upload in future campaign segments, what do you do?

- A. Create a new data source before uploading the list.
- B. Create a new contact view with the fields on the .xls file before uploading the list
- C. During the upload, place the contacts in a new shared list.
- D. Upload the list with the purpose of Delete Contacts, and then again with the purpose of Add or Update Contacts to Database.



Correct Answer: D

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#### QUESTION 4

Which Eloqua Campaign field must be populated to

- A. Actual Cost
- B. Budgeted Cost
- C. Campaign Type
- D. Expected Revenue

Correct Answer: A

Reference:

[https://docs.oracle.com/cloud/latest/marketingcs\\_gs/OMCAA/Help/Campaigns/Tasks/CreatingMultiStepCampaigns.htm](https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/Campaigns/Tasks/CreatingMultiStepCampaigns.htm)

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#### QUESTION 5

You are mapping the fields in the "Create Lead" external call, but do not see "Lead Source Most Recent" on the list of CRM fields. After confirming with the client that they have created the field in CRM with the appropriate security settings, what do you do?

- A. Re-run the CRM Integration Setup wizard.
- B. Reset the CRM Integration User password.
- C. Contact Eloqua Product Support to make the field visible in Eloqua.
- D. Refresh the list of CRM fields from the field mapping screen.

Correct Answer: B

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