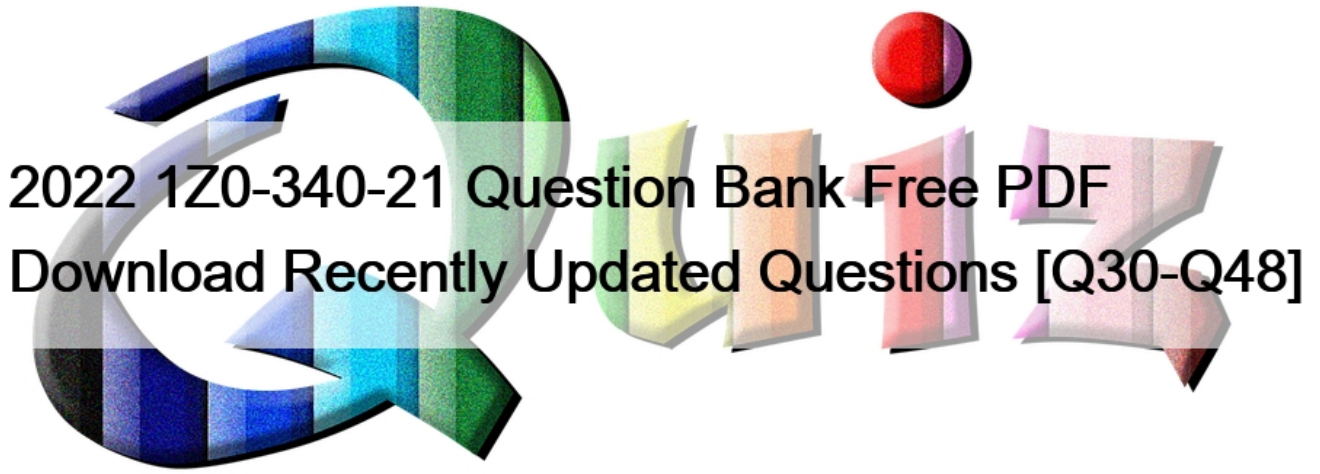


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NO.30 You are configuring a promotional email group for Marketing’subscriber-based quarterly newsletter called
“The Edge”.



How should you configure this email group? (Choose the best answer.)




A)




Settings | Emails

Name:
The Edge 

Default Email Header:
Default - Show Email Link  

Default Email Footer:
Default - Global unsubscribe  

Subscribe Confirmation Page:
Default Subscribe   

Unsubscribe Confirmation Page:
Default Unsubscribe   

Name of the Email Group as it appears to contacts:
The Edge - Quarterly News


Description of Email Group as it appears to contacts (optional):
Don't miss this quarterly update of industry news, partner articles, special events, and more.



Make this Email Group available in Eloqua for Sales



Include this Email Group on the Subscription Management page




B)




Settings | Emails

Name:
The Edge 

Default Email Header:
Default - Show Email Link  

Default Email Footer:
Default - Global unsubscribe  

Subscribe Confirmation Page:
Default Subscribe   

Unsubscribe Confirmation Page:
Default Unsubscribe   

Name of the Email Group as it appears to contacts:
The Edge - Quarterly News

Description of Email Group as it appears to contacts (optional):
Don't miss this quarterly update of industry news, partner articles, special events, and more.

Make this Email Group available in Eloqua for Sales

Include this Email Group on the Subscription Management page

C)

Settings Emails

Name:
The Edge

Default Email Header:
Default - Show Email Link

Default Email Footer:
Default - Global unsubscribe

Subscribe Confirmation Page:
Default Subscribe

Unsubscribe Confirmation Page:
Default Unsubscribe

Name of the Email Group as it appears to contacts:

Description of Email Group as it appears to contacts (optional):

Make this Email Group available in Eloqua for Sales

Include this Email Group on the Subscription Management page

D)

Settings Emails

Name:
The Edge

Default Email Header:
Default - Show Email Link

Default Email Footer:
Default - Global unsubscribe

Subscribe Confirmation Page:
Default Subscribe

Unsubscribe Confirmation Page:
Default Unsubscribe

Name of the Email Group as it appears to contacts:

Description of Email Group as it appears to contacts (optional):

Make this Email Group available in Eloqua for Sales

Include this Email Group on the Subscription Management page

* Option A

- * Option B
- * Option C
- * Option D

NO.31 Given this segment, which two contacts will be included? (Choose two.)

The screenshot shows a query builder interface with the following conditions:

- Compare Contact Fields**: Contacts who have a "State or Province" field having a value that is equal to "California"
- OR**
- Compare Contact Fields**: Contacts who have a "State or Province" field having a value that is equal to "New York"
- AND**
- Clicked Any Email**: Contacts who have clicked any e-mail exactly 1 time within the last 30 days
- OR**
- Submitted any Form**: Contacts who have submitted any form exactly 1 time within the last 30 days

- * A contact in New York who clicked an email one time and submitted a form one time 14 days ago.
- * A contact in California who submitted 2 forms 1 week ago.
- * A contact in California who submitted a form one time 7 days ago.
- * A contact in New York who opened an email 1 week ago.
- * A contact in California who clicked an email one time and submitted a form one time 45 days ago.

NO.32 Which two CRM integrations now have an App Cloud based integration with Eloqua? (Choose two.)

- * Oracle CX Sales
- * Salesforce
- * Oracle OnDemand
- * Siebel OnPremise
- * SAP
- * Microsoft Dynamics 365

NO.33 What occurs after a campaign reaches its end date? (Choose the best answer.)

- * The campaign returns to draft mode, and users can reactivate it after changing the end date to a later date.
- * The campaign continues to flow contacts through until it is manually deactivated by a user.
- * The campaign becomes read-only, and campaign activity is no longer tracked.
- * The campaign becomes read-only, and campaign activity is tracked for another 12 months.

NO.34 Which statement is an accurate definition of a secure microsite? (Choose the best answer.)

- * A secure microsite is used only when no sensitive data will be transmitted between the browser and the web server.
- * A secure microsite uses SSL to encrypt the data that is passed between a visitor's browser and the web server.

- * A secure microsite is only displayed after a contact submits an Eloqua form.
- * All secure microsites require visitors to log in before they can view the site's content.

NO.35 Which two frequency options are NOT available in the drop down when creating Agents? (Choose two.)

- * Monthly
- * Weekly
- * Once
- * Quarterly
- * Bi-Weekly
- * Daily
- * Never

NO.36 Which two are use cases for using Data Import and Export features? (Choose two.)

- * a scheduled import of external data to Contacts or Accounts
- * a scheduled export of Custom Object data
- * a scheduled export of Activity data
- * a scheduled import of external data to a Custom Object

NO.37 Which statement is true regarding Vanity URLs used on Eloqua landing pages? (Choose the best answer.)

- * If you do not use a Vanity URL, the Eloqua landing page will have a draft error.
- * A Vanity URL must be unique in order to publish an Eloqua landing page.
- * A Vanity URL must be the exact value as the Eloqua landing page asset name.
- * A Vanity URL is mandatory in order to publish an Eloqua landing page.

NO.38 When uploading users into Eloqua who will only be used for dynamic signatures, which security group acronym must be used in the SecurityGroup column? (Choose the best answer.)

- * DSIG
- * SALE
- * CADM
- * EXEC

NO.39 What does Oracle Eloqua use to find the optimal time to send emails to each individual contact with the Send Time Optimization feature? (Choose the best answer.)

- * historical open data
- * average engagement rate
- * current click rate
- * anticipated open data

NO.40 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.)

- * The Listener was created using a shared list and the Re-evaluation Frequency was set to 1 Day(s).
- * The 'Allow contacts to enter the program more than once' check box was selected upon activation.
- * The Re-evaluation Frequency was not set upon activation and so it defaulted to 1 Day(s).
- * The segment was created using a shared list and the Re-evaluation Frequency was set to 1 Day(s).

NO.41 Which data source is NOT possible as a Listener feeder in Program Canvas? (Choose the best answer.)

- * pulling contacts into a program from a step in program builder
- * pulling contacts into a program only when lead score decreases
- * pulling contacts into a program when they respond to a campaign
- * pulling contacts into a program when a contact field value changes
- * pulling contacts into a program with unsubscribes in the last 24 hours

NO.42 Which two will Eloqua accept when uploading an email? (Choose two.)

- * Microsoft Word Document
- * PDF Document
- * Zip File
- * TextFile
- * HTML

NO.43 Which two are use cases for using a custom data object? (Choose two.)

- * linking custom data objects to visitors
- * linking custom data objects to contacts
- * linking custom data objects to each other
- * linking custom data objects to accounts

NO.44 When contact labels are assigned, which contacts can enter a campaign? (Choose the best answer.)

- * only contacts assigned to the user who activated the campaign
- * contacts assigned to the user who activated the campaign and the Admin security group
- * only contacts assigned to the user who created the campaign
- * contacts assigned to the user who created the campaign and the Admin Security group

NO.45 It is 7:00 PM and you notice you have received numerous error notification emails regarding the Import of Leads into Eloqua between the hours of 3:00 PM and 5:00 PM, no error notifications have been received since

5:00 PM and the integration has been running successfully since 5:00 PM.

Which statement is true? (Choose the best answer.)

- * The lead Import needs to be manually run for the hours between 3:00 PM and 5:00 PM.
- * Disable and enable the Contact import and rerun the Account Import.
- * All leads have been imported since the last successful upload.
- * Create another Lead import to specifically import those records between 3:00 PM and 5:00 PM.

NO.46 Which three Segments are possible to build? (Choose three.)

- * all contacts that were sent an email in the past 30 days with a Lead Score of either A1 or B1
- * all contacts from an event from three years ago
- * all contacts with an invalid email address that are part of the Account for ACME Corporation
- * all contacts who registered for an event in the past 90 days
- * all contacts that have successfully completed the 'Update Contacts'; CRM action step in the last day

NO.47 Which three client-requested scenarios can you configure natively within an Update Rule in Eloqua? (Choose three.)

- * the contact's Job Role contact field with the value listed in the Role field of a linked custom object record
- * the contact's Job Role contact field with the value listed within the contact's Title field
- * the contact's Job Role contact field with the value matched to the Contact's Title field within a lookup table
- * the contact's Job Role contact field with a static value based on the value within their Title field

NO.48 Which is NOT possible within Program Builder? (Choose the best answer.)

- * Send an email to an email address within a custom object record.
- * Concatenate two fields values into a single contact field using the CWM app.
- * Assign ownership of a contract randomly through a round robin assignment.
- * Add a re-evaluation frequency to a “No” path of every 10 minutes for one week.

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