



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

Oracle Eloqua Marketing Cloud Service 2013 Implementation Essentials

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### QUESTION 1

Which three entities can a Shared Update Rule be run against?

- A. Contacts
- B. Accounts
- C. Custom Objects
- D. Segments
- E. Filters

Correct Answer: ABD

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### QUESTION 2

You are a customer Administrator. You create a new campaign and want to restrict who is able to edit, delete, and activate the campaign. What do you do after saving the campaign?

- A. From the campaign, edit access from the "Settings" menu option.
- B. From the campaign, edit access from the "Permissions" menu option.
- C. From the Setup > Users area, edit access to Asset Creation in Security Group Overview.
- D. By default, only the creator of the asset has full access and no further action is required.

Correct Answer: C

Reference:

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

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### QUESTION 3

Refer to the exhibits. Exhibit 1 Exhibit2



## Lookup Table

Region-Country

Lookup Table Details

Display Name: Region-Country

Description:

Lookup Value Column Name: Country

Replacement Value Column Name: Region

Values are case sensitive  Note: This setting can only be changed when the table is empty

## Update Rule Set

Update Rule Set

Update Rule Set Name: Set Region based on Cou

Entity Type: Contacts

Update Rules

Update Rule List (Drag and drop to change the order of the rules)

- Overwrite "Country" field with lookup table "Region-Country" value, when "Country" field matches with lookup table "Region-Country" key

+ Add Update Rule

Edit Update Rule

Select a field to update: Country

Select an update action: Overwrite value from Lookup Table Field

Select a lookup field: Country

Select a lookup table: Region-Country

Overwrite if lookup value not found

Make this rule Conditional

Apply Cancel

You configure a data standardization program to populate Region based on Country, which then sends records to the CRM update program. During testing, the Region field is not written to CRM. You confirm that the Region field is mapped



correctly in external calls.

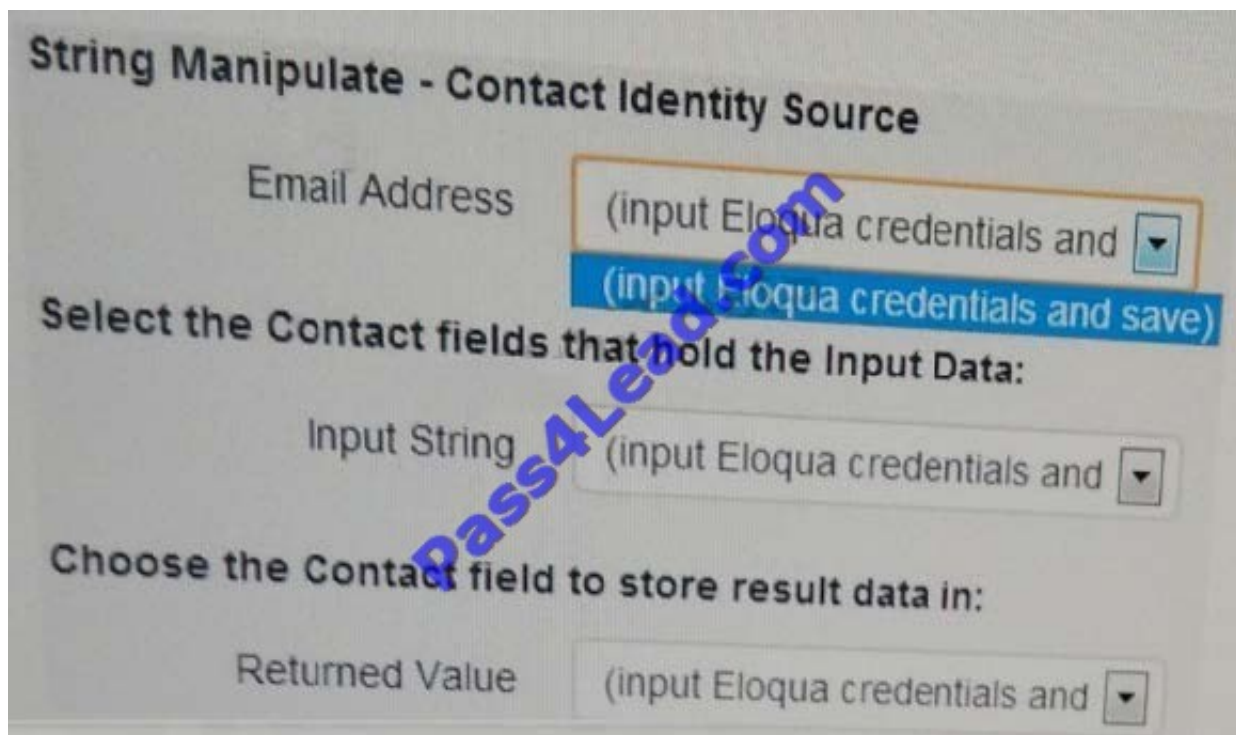
How would you fix this?

- A. In the Lookup Table, change the Lookup Value to Region and the Replacement Value to Country.
- B. Re-upload the list of values to the Lookup Table.
- C. In the Lookup Table, change the display name to Country-Region.
- D. In Update Rule, change the lookup field to Region.
- E. In Update Rule, change the field to update to Region.

Correct Answer: C

#### QUESTION 4

Refer to the Exhibit.



You are configuring the String: Manipulation From Tool App and are unable to select Eloqua fields on the mappings screen (as shown). You confirm that the Eloqua credentials are valid and that Eloqua has API Access enabled. What do you do to resolve this?

- A. Run the CRM Integration Setup.
- B. Create a dedicated Eloqua user for configuring apps.
- C. Add the "API Users" Security Group to your Eloqua user.



D. Request access to this app by contacting Eloqua Product Support.

Correct Answer: B

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#### QUESTION 5

You are creating a social sign-on form and are using a Cloud Component. From which asset would you configure settings of the LinkedIn Cloud Component?

- A. Email
- B. Landing Page
- C. Form
- D. Custom Object
- E. Shared Filter

Correct Answer: C

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