



1Z0-412^{Q&As}

Oracle Eloqua Marketing Cloud Service 2013 Implementation Essentials

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QUESTION 1

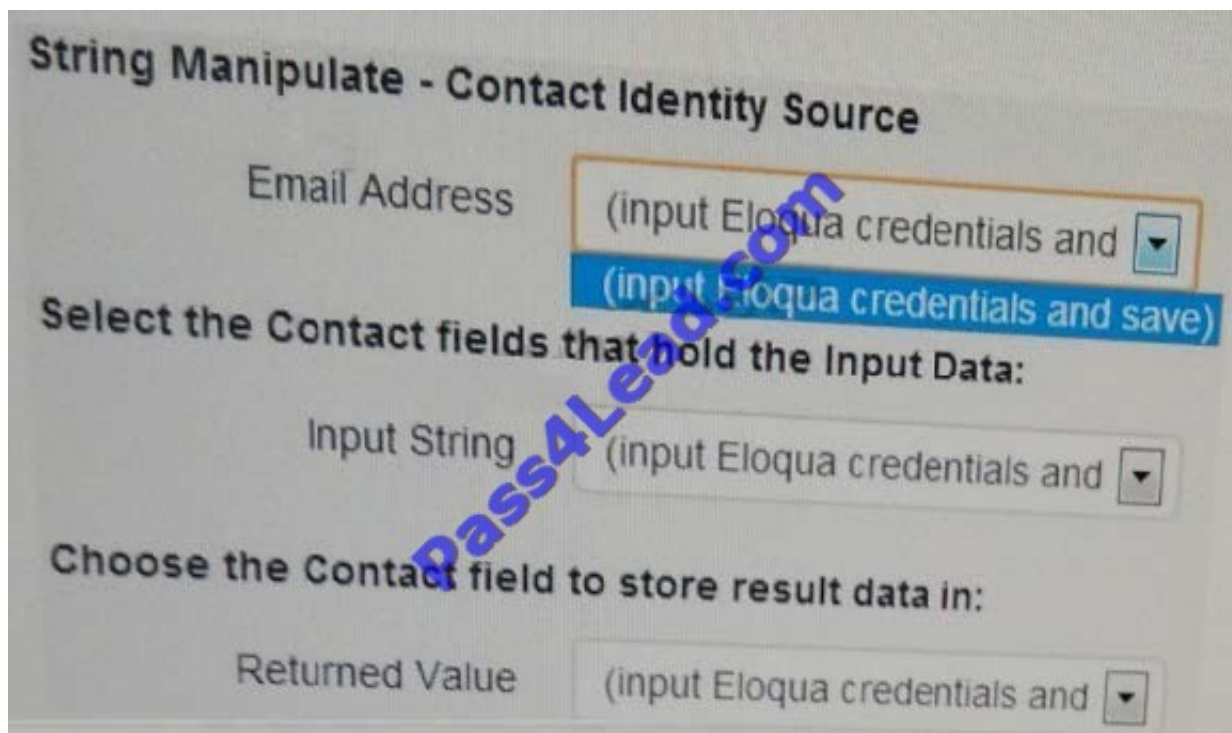
You configure auto syncs Closed-Loop Reporting. In what order should they run?

- A. Get Opportunities Get Opportunities and Link to Contacts Get Contacts
- B. Get Opportunities and Link to Contacts Get Contacts Get Opportunities
- C. Get Contacts Get Opportunities and Link to Contacts Get Opportunities
- D. Get Contacts Get Opportunities Get Opportunities and Link to Contacts
- E. Order does not matter as long as data priority is set correctly

Correct Answer: C

QUESTION 2

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

QUESTION 3

You add multiple processing steps to your form. How is the order arranged?

- A. After the form is saved, the processing steps are automatically arranged based on priority.
- B. The processing steps are arranged in the order in which they are added.
- C. The processing steps can be arranged by dragging them up or down.
- D. The processing steps execute at the same time; the order does not matter.

Correct Answer: C

QUESTION 4

You are exporting a list of records for a Direct mail campaign and want to include the PURL. What do you do?

- A. Create a Field Merge for the Contact Field "PURL Name" and include this in the data export.
- B. Create a Contact View with the fields to be included in the data export and Include the Contact Field "PURL Name."
- C. Create a Contact Field "Direct Mail PURL" and upload the PURL values into Eloqua before exporting your list.
- D. Create a Signature Rule and use the Contact Field "PURL Name" as the Key Contact field.

Correct Answer: D

Reference: <https://community.oracle.com/community/topliners/do-it/blog/2012/02>

QUESTION 5

Where is drilling on a report disabled?

- A. Report Objects window
- B. Template dialog box
- C. Graph dialog box
- D. Report Options dialog box
- E. Values dialog box

Correct Answer: E



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