

1Z0-412^{Q&As}

Oracle Eloqua Marketing Cloud Service 2013 Implementation Essentials

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QUESTION 1

What is the	best field typefor	or Lead Scoring	Profile Fit Criteria?

- A. Large Text
- B. Default
- C. Picklist
- D. Textbox

Correct Answer: D

QUESTION 2

Which options does Data Priority Order apply to?

- A. List uploads
- B. Form submissions
- C. Manual entry
- D. Data tools

Correct Answer: A

Reference: https://community.oracle.com/community/topliners/do-it/blog/2012/05/22/data-priority-in-eloqual and the priority-in-eloqual and t

QUESTION 3

Which three componentscan a field merge be added to?

- A. Email Header
- B. Signature Rule
- C. Email Subject Line
- D. Cloud Component
- E. Lead Score
- F. Form

Correct Answer: BCF

QUESTION 4



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What are two ways to format the look-and-feel of a graph\\'s series, for example, change the color and transparency of bars in a bar graph or pie slices in a pie graph?

- A. Template dialog box
- B. Graph tab
- C. Report Options dialog box
- D. Format: Graph dialog box
- E. Values dialog box

Correct Answer: AC

QUESTION 5

Which three options can you use to access Eloqua profiler?

- A. CRM
- B. Direct URL
- C. Insight Reporting
- D. The Eloqua application
- E. Eloqua Profiler iOS app

Correct Answer: ABD

Reference:

https://community.oracle.com/community/topliners/do-it

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