



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

Oracle Eloqua Marketing Cloud Service 2013 Implementation Essentials

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### QUESTION 1

You are configuring subscription management and your client has selected the Subscription Management page option. Your client wants the email groups listed in this order:

- Weekly Newsletter
- Monthly Newsletter
- Events
- Product Updates

How would you configure this?

- A. Create the email groups in the order listed. The email groups are displayed on the Subscription Management page based on Created Date/Time.
- B. Edit "Name of the Email Group As It Appears to Contacts." The email groups are displayed on the Subscription Management page in alphanumeric order of this value.
- C. Edit email group "Name." The email groups are displayed on the Subscription Management page in alphanumeric order of this value.
- D. Modify the html code on the Edit Subscription Management screen to display the email groups in the correct order.

Correct Answer: C

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### QUESTION 2

Which two activities would result in a decrease in Sender Score?

- A. Recipients marking an email as spam
- B. Receiving a high number of soft bouncebacks
- C. Sending consistent email volumes
- D. Mailing to spam trap accounts

Correct Answer: BD

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### QUESTION 3

You create an email in the email editor and insert a hyperlink to an Eloqua landing page. When viewing the hyperlink Manager, you notice that the check is not selected to track the link.



Track	Count	Link Name	Link URL
<input type="checkbox"/>	1	new whitepaper	http://

What would you do and why?

- A. Nothing. The check box needs to be selected only when the linking URL is https://.
- B. Nothing. The check box needs to be selected only when linking to non-Eloqua tracked web pages or externally hosted assets.
- C. Select the check box to track click-through to Eloqua-hosted landing pages.
- D. Select the check box to track hyperlinks to any web page that contains an asset.

Correct Answer: C

Reference:

<https://community.oracle.com/community/topliners/do-it/blog/2012/09/19/when-and-how-to-use-the-eloqua-redirect>

#### QUESTION 4

When considering about dashboard performance, the description "this feature divides large dashboards into pages, loading data in blocks rather than all at once" refer to \_\_\_\_\_.

- A. Enable caching on the web browser
- B. Page-by considerations
- C. The use of datasets that return only the necessary data
- D. Incremental fetch

Correct Answer: C

#### QUESTION 5

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



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Correct Answer: D

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

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