1Z0-412^{Q&As}

Oracle Eloqua Marketing Cloud Service 2013 Implementation Essentials

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QUESTION 1

Which Eloqua entitythat is used in Closed-Loop Reporting is sunced on way, from Eloqua to CRM?

A. Contact

B. Campaign

C. Response

D. Opportunity

Correct Answer: B

Reference:

https://community.oracle.com/thread/3666606

QUESTION 2

How do you associate contacts from a list upload to an Eloqua campaign for the purposes of Closed-loop Reporting?

A. Upload the list directly to the campaign from "Upload External Activities."

B. Add the contacts to a shared list during the list upload.

C. Run the "Get Contacts and Link to Opportunities" auto sync.

D. Enter the CRM Campaign ID in the Eloqua contact field "Last CRM Campaign ID."

Correct Answer: A

QUESTION 3

Which two datasets are typically sent from the Oracle Eloqua Marketing platform to an integrated CRM system?

A. Digital marketing activities

B. Opportunities

C. Accounts

D. Campaign data

Correct Answer: AD

QUESTION 4

When configuring Account Linkage in Eloqua, which field is used to link Eloqua contacts to Eloqua account records?

A. CRM Account ID

B. CRM Contact ID

C. Eloqua Account ID

D. Special Eloqua Company Match

Correct Answer: B

Reference:

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

QUESTION 5

When can the Unique Code of a custom object be changed?

A. Anytime

B. Only when there are no custom object records in the custom object

C. Only when there are no custom object records in the custom object with a value in the Unique Code field

D. Never; after it is selected and the custom object is saved, it cannot be changed

Correct Answer: C

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