



1Z0-412^{Q&As}

Oracle Eloqua Marketing Cloud Service 2013 Implementation Essentials





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**QUESTION 1**

In the Integration area, you run the "Create Data Source with External Call" wizard till finish. However, when you view the list of auto syncs, you do not see the one that you just configured. Misconfiguration of three settings has resulted in no auto sync being created

Which are these three settings?

- A. Data Priority is set to a lower level than General.
- B. The "Can be scheduled for automatic execution" check box is not selected.
- C. The Eloqua Integration user in CRM does not have read access to the CRM Entity selected.
- D. There is no date field criteria in Filter Details.
- E. Not all fields are mapped in Field Mapping.
- F. A schedule has not been defined on the Summary screen in the "After Uploading" section.

Correct Answer: ACE

QUESTION 2

You are building a targeted campaign to generate responses from your recipients and improve conversion rate. Which three filter criteria can you use to create your segment?

- A. Contains a specific value in an Eloqua contact field
- B. Liked a particular Facebook post in the last three months
- C. Visited high value web pages in the last six months
- D. Submitted a specific Eloqua-hosted form in the last two months
- E. Forwarded two Eloqua emails in the last three months

Correct Answer: ABD

QUESTION 3

Which statement describes how a custom object record links to contacts?

- A. A custom object record can be linked to multiple contact records by using any unique identifier.
- B. A custom object record can be linked to a single contact only by using the email address.
- C. A custom object record can be linked to multiple contact records only by using the email address.
- D. A custom object record can be linked to a single contact record by using any unique identifier.



Correct Answer: D

QUESTION 4

You submit a form and you are created as a new contact in Eloqua. When is your lead score calculated?

- A. Immediately
- B. During the next hourly execution of the Lead Scoring Engine
- C. 24 hours after the score was last calculated
- D. When you next perform an activity that meets any Engagement criteria

Correct Answer: C

QUESTION 5

When editing a report with large volumes of data, it is more effective for an Insight Analyzer user to make changes in design mode because _____.

- A. Filters can be created more easily in design mode
- B. The report re-runs each time a change is made directly on the report
- C. The report re-runs each time a change is made in design mode
- D. Changes to columns can be made only in design mode

Correct Answer: C

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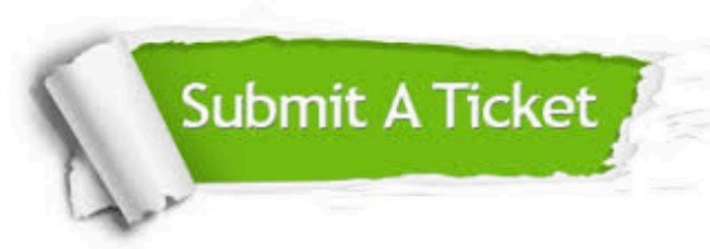
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