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NEW QUESTION 29

After integrating an Eloqua form externally on a client's website, the form is NOT capturing submissions in Eloqua.

Which two causes of the issue with form integration? (Choose two.)

- * The Eloqua form is active and the code has been integrated on another page on the client's website.
- * Must contain a valid number of characters; is set and the submitter is entering more characters on the webpage.
- * The Eloqua form has a required field but the website is NOT reflecting that this field is required.
- * A processing step has been updated on the form and the code has not been updated to reflect this on the client's website.

NEW QUESTION 30

On which domain in an Eloqua email is Domain Key Identified (DKIM) signing performed? (Choose the best answer.)

- * User email address
- * Reply-To; email address

- * Subsite domain
- * From; email address
- * To; email address

NEW QUESTION 31

Which three list types are uploaded during Eloqua implementation? (Choose three.)

- * Geographic Regions
- * Sales Owners
- * Master Exclude Domains
- * Unsubscribers
- * Hard Bouncebacks

NEW QUESTION 32

You have activated a new program on the Program Canvas to time stamp the Most Recent Event Attendance date field for event attendees. A segment has been created to pull in recent event attendees into the program.

Upon review, you notice that the event attendees for a particular event are entering the program every day and being restamped.

What is the cause for this? (Choose the best answer.)

- * The Listener was created using a shared list and the Re-evaluation Frequency was set to 1 Day(s).
- * The Allow contacts to enter the program more than once; check box was selected upon activation.
- * The Re-evaluation Frequency was not set upon activation and so it defaulted to 1 Day(s).
- * The segment was created using a shared list and the Re-evaluation Frequency was set to 1 Day(s).

NEW QUESTION 33

Which statement is an accurate definition of a secure microsite? (Choose the best answer.)

- * A secure microsite is used only when no sensitive data will be transmitted between the browser and the web server.
- * A secure microsite uses SSL to encrypt the data that is passed between a visitor's browser and the web server.
- * A secure microsite is only displayed after a contact submits an Eloqua form.
- * All secure microsites require visitors to log in before they can view the site's content.

NEW QUESTION 34

Which three are essential to remember when configuring a basic microsite for a client? (Choose three.)

- * Updating the domain's A record to point to Oracle Eloqua's IP address is preferred over updating the CNAME record for the domain.
- * The Require Authentication check box must be selected to enable landing pages to be published to the microsite.
- * Each subdomain created off the client's main website domain can only be linked to a single microsite within Eloqua.
- * If the CNAME record is accessible and updatable, the CNAME record should be set to s[site id].hs.eloqua.com.
- * If you use the A record to point the subdomain to Oracle Eloqua's IP address, you must also add s[site id].hs.eloqua.com under the DNS Query Lookup.

NEW QUESTION 35

Given this segment, which two contacts will be included? (Choose two.)

Compare Contact Fields
Contacts who have a "State or Province" field having a value that is equal to "California"

OR

Compare Contact Fields
Contacts who have a "State or Province" field having a value that is equal to "New York"

AND

Clicked Any Email
Contacts who have clicked any e-mail exactly 1 time within the last 30 days

OR

Submitted any Form
Contacts who have submitted any form exactly 1 time within the last 30 days

- * A contact in New York who clicked an email one time and submitted a form one time 14 days ago.
- * A contact in California who submitted 2 forms 1 week ago.
- * A contact in California who submitted a form one time 7 days ago.
- * A contact in New York who opened an email 1 week ago.
- * A contact in California who clicked an email one time and submitted a form one time 45 days ago.

NEW QUESTION 36

When adding new custom object records, you upload a CSV file and leave "Uniquely Match on"; data card set to (none). What is the expected behavior? (Choose the best answer.)

Upload Custom Object Record

Custom Object Record Upload Wizard

1 Data Source 2 Upload Data Source 3 Field Mapping 4 Upload Actions 5 Summary 6 Finished

Unique Match

Uniquely Match On Data Card Field (none) Unique Identifier provided by Eloqua Email address

Field Mappings

Source Field	To	Target Field
Email address	→	Email Address
Survey	→	Survey
Status	→	Status
Rating	→	Rating
Additional comments	→	Additional Comments

Cancel Previous Next

- * It will cause an error alert when you attempt to click "Finish" on the upload.
- * It will create possible duplicate custom object records.
- * It will cause the custom object records NOT to map upon upload.
- * It will have the system default to uniquely matching on email address.

NEW QUESTION 37

Your client would like to hold contacts until they open an email, and then send another follow-up immediately after they open it. If the contacts do not open the email, they would like to wait two weeks and then send them to a different campaign.

How would you advise they configure this in the Campaign Canvas? (Choose the best answer.)

- * Hold all contracts in a two-week step and then determine which action should occur next with a decision step of "Did contacts open email";
- * Send contacts to a Program Canvas in order to send a follow-up email and disable the Campaign Canvas.
- * Send all Contacts to the email step and use Scheduling settings to determine when to send the email.
- * Add an evaluation period on the decision step of "Did contacts open email"; with an evaluation period of two weeks.

NEW QUESTION 38

Which scenario would require a custom subscription management page? (Choose the best answer.)

- * managing contact-level security
- * managing multiple brand identities
- * ongoing data cleansing
- * enabling sales tools

NEW QUESTION 39

Which feature is only available with the Premium Oracle Eloqua Branding and Deliverability package?

(Choose the best answer.)

- * Branded image and links
- * Dedicated IP
- * Dkim authentication
- * Branded DNS
- * Custom IP Routing

NEW QUESTION 40

Which two statements are true about the relationship between contacts and custom object records in Eloqua?

(Choose two.)

- * A custom object record in a custom object can only link to one contact.
- * Many contacts can link to the same custom object record in a custom object.
- * A contact can link to only one custom object record in a custom object.
- * A contact can link to more than one custom object record in a custom object.

NEW QUESTION 41

Which two frequency options are NOT available in the drop down when creating Agents? (Choose two.)

- * Monthly
- * Weekly
- * Once
- * Quarterly
- * Bi-Weekly
- * Daily
- * Never

NEW QUESTION 42

Which is NOT possible within Program Builder? (Choose the best answer.)

- * Send an email to an email address within a custom object record.
- * Concatenate two fields values into a single contact field using the CWM app.
- * Assign ownership of a contract randomly through a round robin assignment.
- * Add a re-evaluation frequency to a `No` path of every 10 minutes for one week.

NEW QUESTION 43

When contact labels are assigned, which contacts can enter a campaign? (Choose the best answer.)

- * only contacts assigned to the user who activated the campaign
- * contacts assigned to the user who activated the campaign and the Admin security group
- * only contacts assigned to the user who created the campaign
- * contacts assigned to the user who created the campaign and the Admin Security group

NEW QUESTION 44

Which Default Update Logic would you choose if the client would like the Salesperson contact field to be updated even if the new value is blank? (Choose the best answer.)

- * update if new value is not blank
- * update if new email address
- * always update
- * update if blank

NEW QUESTION 45

While using the Contact Washing Machine app for a data normalization project, which action would allow you to combine the value from two separate fields into one? (Choose the best answer.)

- * Math
- * Replace
- * Lookup
- * Compost

NEW QUESTION 46

When uploading users into Eloqua who will only be used for dynamic signatures, which security group acronym must be used in the SecurityGroup column? (Choose the best answer.)

- * DSIG
- * SALE
- * CADM

* EXEC

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