



Vendor: Oracle

Exam Code: 1Z0-412

Exam Name: Oracle Eloqua Marketing Cloud Service 2013
Implementation Essentials

Version: DEMO

QUESTION 1

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

Answer: D

Explanation:

http://www.oracle.com/webfolder/mediateloqua/documents/eloqua_grande_guide_deliverability.pdf

QUESTION 2

Which field do you configure Output Format for so that the full event date (i.e. January 28, 2014). Is displayed in the confirmation and reminder emails that are sent from the Event Module?

- A. Field Merge
- B. Contact
- C. Event Header
- D. Form

Answer: C

QUESTION 3

You generate and send your client their Eloqua web tracking scripts. You get an email from the client's webmaster asking if anything else is needed to track activity on three other websites. What do you do?

- A. Nothing. The same web tracking scripts are used on each website.
- B. Generate a unique set of Eloqua tracking scripts for each website.
- C. Modify the code of the PutinHeadsection.html file to specify each website domain.
- D. Enable Strict Mode Tracking.

Answer: B

Explanation:

https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/pdf/AsynchronousVisitorTrackingScripts.pdf

QUESTION 4

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."

Answer: A

Explanation:

<https://community.oracle.com/docs/DOC-895804?sr=stream&ru=2855353>

QUESTION 5

In what section of Security Group Overview do you control the screens of future areas that users can access?

- A. Signature Fields
- B. Interface Access
- C. Action Permissions
- D. Default Asset Permissions

Answer: A

Explanation:

http://docs.oracle.com/cd/E12844_01/doc/bip.1013/e12188/T421739T475591.htm

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